MARCH 14, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

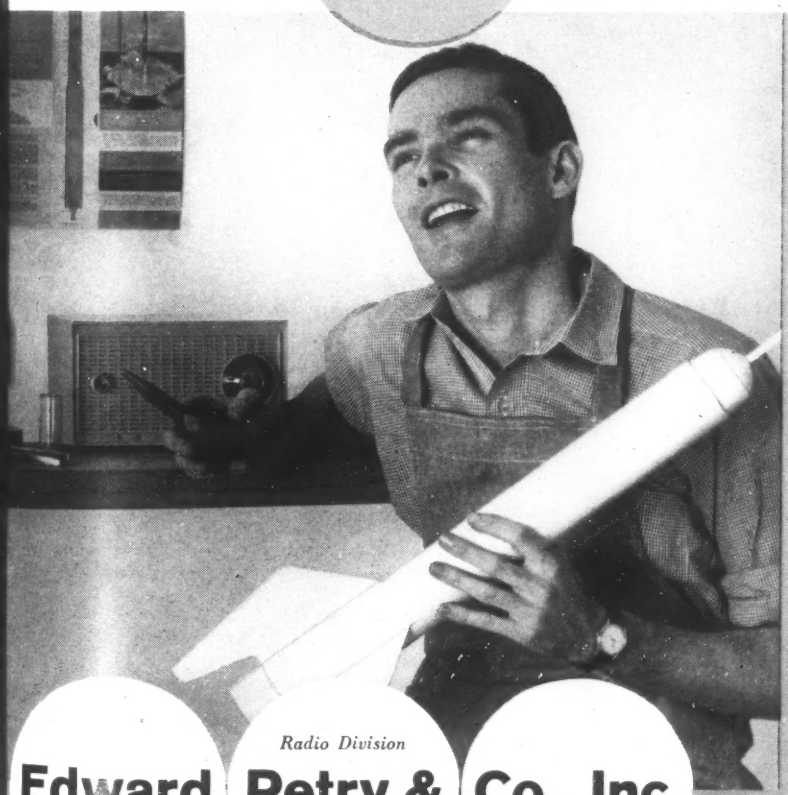
A new FCC chairman; loss of a president at NAB — Page 31

Network-rep-station huddle on spot standards asked — Page 52

NAB putting more starch into its radio & tv codes — Page 68

New bill asks free prime time for candidate debates — Page 72

This is the spot for a commercial



His hobby may be missiles, but he's not missing *your* message! Such receptivity means only one thing: he'll buy a lot of what you sell when you sell him via Spot Radio on these great stations.

KOB ..... Albuquerque
WSB ..... Atlanta
WGR ..... Buffalo
WGN ..... Chicago
WFAA .. Dallas—Ft. Worth
WKMH ..... Detroit
KPRC ..... Houston
KARK ..... Little Rock
WINZ ..... Miami
WISN ..... Milwaukee
KSTP . Minneapolis—St. Paul
WTAR ..... Norfolk
KFAB ..... Omaha
WIP ..... Philadelphia
KPOJ ..... Portland
WJAR ..... Providence
WRNL ..... Richmond
KCRA ..... Sacramento
WOAI ..... San Antonio
KFMB ..... San Diego
KOBY ..... San Francisco
KMA ..... Shenandoah
KREM ..... Spokane
WGTO ... Tampa—Orlando
KVOO ..... Tulsa

Edward Petry & Co., Inc.

Radio Division

The Original Station Representative

ORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

The mails in her life say the nicest things

In 1959 Big Aggie received 189,327 tender sentiments from the land where WNAX Radio is King

Big Aggie carries on quite a love affair with the mails. And it's been going on for 38 years! Last year she received a whopping total of 189,327 cards and letters from every corner of Big Aggie Land—and beyond . . . 11 states and Canada. Such an overwhelming testimonial of affection brings a blush to Big Aggie's cheeks. But it proves an important point. WNAX-570 gives listeners what they want in radio entertainment and service; gives advertisers what they want—active listener response.

Most of the mail in Big Aggie's life comes from an area spread across five of the nation's richest farming states; Iowa, Minnesota, Nebraska, North and South Dakota. In this five state, 175 county area there are 2¼ million people, 629,280 radio homes. These people earn $3 billion and spend $2¼ billion at the retail level.

All of this makes Big Aggie Land one of America's leading radio markets. WNAX-570 gives national advertisers a media with programs people like and listen to—popular shows that sell to people with money to spend. Your Katz man will get you a date with Big Aggie.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Yankton, South Dakota Sioux City, Iowa

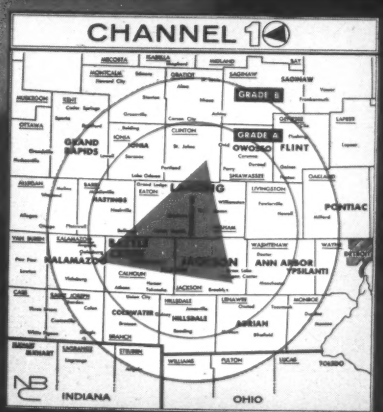
ONE SHOT TAKES ALL THREE

JACKSON

LANSING

BATTLE CREEK

Pick up three major markets and Grade A coverage to spare in Michigan's GOLDEN TRIANGLE. Strike it rich in an area with 46% of Michigan's population (outside Detroit)—nationally 26th in TV Households,* 11th in retail sales.** Let Venard, Rintoul & McConnell, Inc. give you the tally!



*Television Age 100 Top Markets 11-30-59
**SRDS Consumer Market Data

WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS—Lansing / WPON—Pontiac

1955 1954 1953 1952 1951 1950 1949

1956

WGAL-TV

1957

1958

1959

The start of our twelfth year

provides another opportunity to re-emphasize our firm resolve to program WGAL-TV in such diversity and depth as to best meet the widely divergent needs and desires of the many communities we are privileged to serve. To this end we pledge the conscientious use of our Channel 8 facilities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Seventh man • Who gets Doerfer vacancy? That became hot topic immediately after formal announcement by White House last Thursday of Wisconsin Republican's resignation and designation of Commissioner Frederick W. Ford as new FCC chairman. Because appointment will be for unexpired portion of Doerfer seven-year term, or until June 30 next year, it was generally thought that appointment might come from FCC staff level, rather than from outside.

And here are some of the names heard: Mary Jane Morris, Michigan Republican and FCC secretary since 1954; John L. FitzGerald, of Seattle, general counsel since September 1958 and before that chief of Opinions & Review; Edgar W. Holtz, of Cincinnati, associate general counsel, who has figured most prominently in hearings growing out of Oversight committee cases. It's generally thought that former Sen. Charles E. Potter, Michigan Republican, who was defeated by his Democratic opponent, Philip A. Hart, in 1958 could have vacancy if he wanted it but in past he has evinced interest only in chairmanship. He is now in consulting business practice in Washington, Detroit and New York.

Presidential pickers • Members have been tentatively picked for NAB committee to nominate successor to Harold E. Fellows, who died last week (story page 66), but they won't be announced for several days. Reason: some couldn't be immediately reached for clearance. But C. Howard Lane, KOIN-TV Portland, Ore., has definitely accepted committee chairmanship and Payson Hall, Meredith stations, vice chairmanship. NAB board directive to committee permits both NAB member and non-member appointees, with total ranging from seven to ten committeemen.

Together at last • Look for announcement that all major rating services, except A.C. Nielsen Co., have formed association to ward off threat of government controls and defend against government investigations. Introduction of bill in New York state legislature to regulate ratings was act that brought them together.

All-band sets • As in past, tv set manufacturers will oppose legislation to give FCC authority to require manufacture of all-band tv receivers, tuning uhf range as well as vhf. Historically manufacturers, through Electronic Industries Assn., have held that such legislation would be illegal, that it would impose upon public necessity of buying sets at higher prices than they might require, and that for first time Congress would try to regulate manufacturing *per se*.

While no formal position yet has been taken in relation to bills introduced fortnight ago, S 3115 by Sen. Pastore (D-R.I.) and identical HR 10817 by Rep. Harris (D-Ark.), it is expected EIA board will formally resolve its opposition at its spring meeting which begins here tomorrow. FCC's new chairman, Fred W. Ford, personally endorsed such legislation at recent hearing before Senate Communications Subcommittee (BROADCASTING, *Feb. 8*) *and held that legal legislation could be drafted. This view also was held by FCC General Counsel John L. FitzGerald.*

ABCs of regulation • Next action by NAB's policy-making task force, 12-man unit that drew up association's program-concept testimony for FCC's hearings, will be to publish question-answer primer. Document will trace regulation by FCC, explain legal and constitutional angles, and tell how NAB reached conclusion that narrative petitions should be filed to support license renewal applications. Life of task force was extended at last week's NAB board meeting. It had been formed originally to prepare FCC hearing presentation by NAB.

Language problems • In prosecuting block-booking trial against feature film distributors (see page 78). Justice Dept. is expected to reveal some unusual film deals allegedly forced on tv stations. One southern station, in market having little Spanish-speaking population, reportedly was compelled to take six Spanish-language features in package it bought. Another outlet, with few Italian-speaking viewers, assertedly was "forced" to buy some Italian-language features. A Little Rock station, at height of integration controversy, allegedly had to take "Jackie Robinson Story" in package it acquired.

Ex-parte cases • Passed over at last week's FCC meeting were planned commission actions relating to several tv grants in which charges of *ex parte* contacts were made before House Legislative Oversight Subcommittee (CLOSED CIRCUIT, Feb. 29). Before commissioners, with final action possible this week, are proposals to give clean bill of health to grants in Cheboygan, Mich., ch. 4; Fresno, Calif., ch. 12; Denver, ch. 7; Flint, Mich., ch. 12, and intertwined St. Louis, chs. 4 and 11. On same agenda are planned letters to original applicants for ch. 12 (WFGA-TV) Jacksonville, Fla., seeking more information on *ex parte* charges.

Der tag • Today (Monday) is day FCC is supposed to consider new policy on program control issue. FCC Chairman Doerfer, who retires at close of business today, had called session. Special meeting was to determine whether FCC will drop present program category breakdown by percentages, required in existing license renewal form, and substitute narrative statement from stations on promise vs. performance, or adopt some variation of either idea.

Prior to Doerfer resignation, there had been indicated 4-3 split in favor of more rigid control using narrative thesis but it was thought this could change. Best prospect is that in lieu of changed FCC complexion with Comr. Fred Ford as chairman, final action may be deferred.

Boomerang • Sen. A. S. (Mike) Monroney (D-Okla.) may have made hit with Adlai Stevenson and other political cronies in announcing legislation to require television networks to give free time for presidential political debates (story page 72), but he raised hob with many of his own constituent stations. Immediately after announcement of plan which would implement Adlai Stevenson proposal that time be provided by networks for great debates, it's reported dozen Oklahoma stations protested directly or indirectly. They were particularly indignant because Mr. Monroney is former newspaperman who has always espoused freedom of press (and of radio).

Musical truce? • Are old enmities just put aside at NAB convention time? That's question some observers were asking Friday, after ASCAP announced it would provide entertainment for convention banquet in Chicago April 6. They recognized that it's been standard procedure for ASCAP and BMI to alternate this assignment, but they wondered, in view of ASCAP's particularly bitter attack on broadcasters and BMI during FCC hearings (BROADCASTING, Jan. 18), how (1) ASCAP could face its targets so nonchalantly and (2) how broadcasters could be "entertained" by those who had so recently scathed them.

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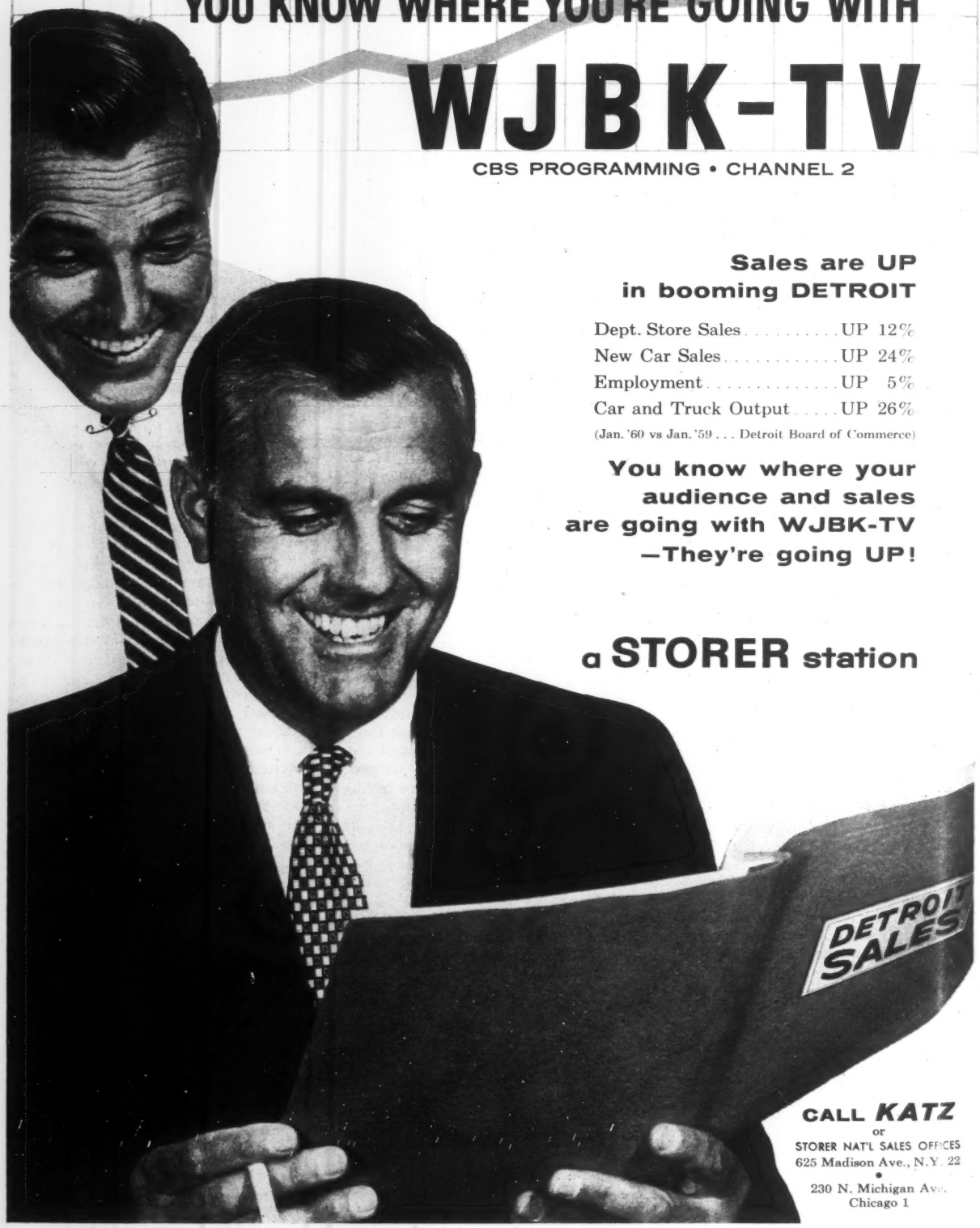
IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV

CBS PROGRAMMING • CHANNEL 2



Sales are UP in booming DETROIT

Dept. Store Sales	UP 12%
New Car Sales	UP 24%
Employment	UP 5%
Car and Truck Output	UP 26%

(Jan. '60 vs Jan. '59 . . . Detroit Board of Commerce)

You know where your audience and sales are going with WJBK-TV —They're going UP!

a STORER station

CALL **KATZ**
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

WEEK IN BRIEF

MR. BOND

Benrus finds exceptions prove the rule • Although it failed to set a budget at start of the year, did not obtain frequency of exposure and did not use tried-and-true western or mystery formats, Benrus Watch Co. last year invested $1.8 million in six tv specials and boosted sales 7%—the first sales rise in jeweled watches since 1954. How Benrus put watch salesmen into hundreds of millions of U.S. homes for $4.50 a thousand is related by Harvey Bond, Benrus advertising director, in this week's MONDAY MEMO. Page **24.**

Doerfer quits • FCC chairman resigns, Eisenhower accepts and appoints Commissioner Frederick W. Ford to replace him. Page **31.**

Foods and toiletries spend most • Advertisers in these two categories top product breakdown in network tv gross billing in 1959. Page **40.**

Baseball roundup • Plans for radio-tv coverage of the 1960 season. Page **46.**

SRA seeks meeting with networks • Standards for product protection, liberalization of station-break time sought by reps in proposal that tv networks, affiliates and station representatives get together on mutual problems. Page **52.**

New plan at CBS-TV • Network hands down two new memoranda about commercials, one regarding taste, the other dealing with positioning within programs. Page **58.**

Search for NAB president • Association's board at Washington meeting sets up machinery looking toward selection of prominent person to succeed late President Harold E. Fellows. Page **64.**

Loss of a leader • Broadcasters mourn death of NAB President Harold E. Fellows, stricken March 8 at association headquarters. An account of his rise to industry eminence and his NAB administration. Page **66.**

Stiffer code and standards • NAB strengthens tv code, increases Tv Code Review Board from five to seven members. Page **68.**

Need for tv symposium • Call for quiet but intensive study of tv's role in America comes from Gen. Sarnoff in major address in New York. RCA head staunchly argues against censorship of any kind. Page **70.**

Free tv political time • Senate bill proposes two hours weekly of tv network-station time to major presidential candidates for eight weeks preceding election. Page **72.**

Block booking trial moves slowly • Only three witnesses get to the stand during the first week of the government's suit in New York against six feature film distributors. Page **78.**

United Artists buys Ziv-Tv • Acquisition involves $6.75 million in obligations and assumption of a $14 million bank debt. New firm: Ziv-United Artists Television Co. Page **84.**

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	31
BROADCAST ADVERTISING	40	THE MEDIA	64
BUSINESS BRIEFLY	42	MONDAY MEMO	24
CHANGING HANDS	70	OPEN MIKE	26
CLOSED CIRCUIT	5	OUR RESPECTS	109
COLORCASTING	87	PROGRAMMING	84
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	110		
EQUIPMENT & ENGINEERING	83		
FANFARE	95		
FATES & FORTUNES	90		
FOR THE RECORD	97		
GOVERNMENT	72		
INTERNATIONAL	88		

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	61.0	21.6
Mon.-Fri. 12:00 noon 6:00 pm	66.0	15.1

C. E. Hooper — January, February, 1960

with 5000 WATTS

WILS

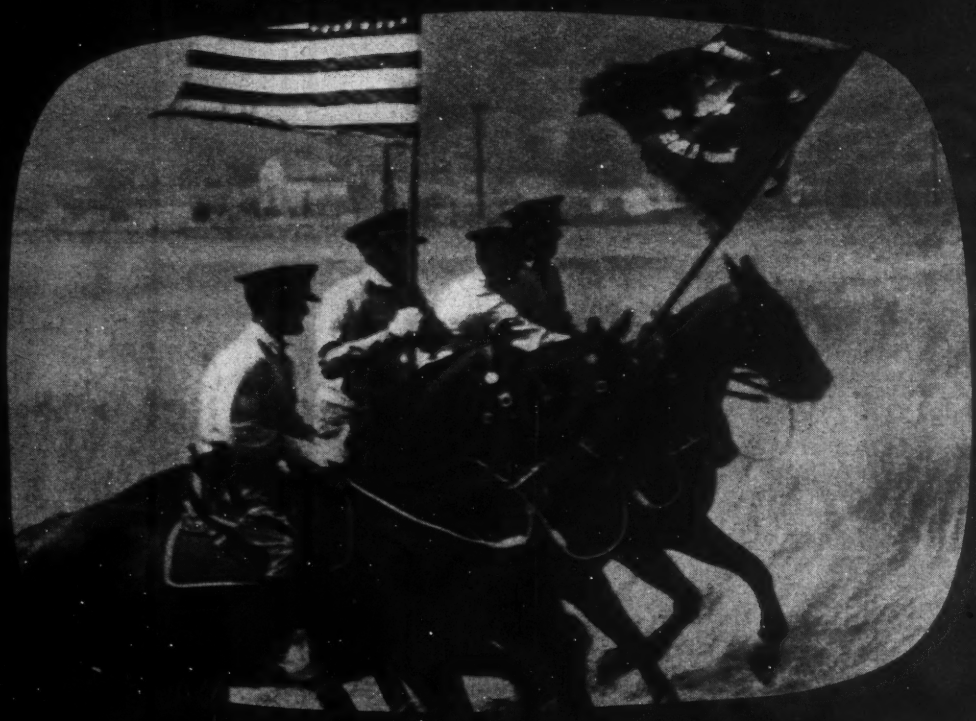
leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



IN CONNECTICUT, QUALITY IN HORSEMANSHIP IS REPRESENTED BY THE GOVERNOR'S HORSE GUARD. IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY TELEVISION IS THE HALLMARK OF WTIC-TV.
OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED, TOO.

WTIC-TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 31

St. Louis ch. 2 ruling would set aside shift

Shift of ch. 2 from Springfield, Ill., to St. Louis in March 1957 should be vacated because of private representations made to FCC commissioners—but no party in proceeding should be disqualified — FCC Hearing Examiner Horace Stern recommended in initial decision Friday (March 11).

Court had remanded case to commission because of testimony before House Legislative Oversight Subcommittee that *ex parte* contacts were made, principally by Harry Tennenbaum, president of KTVI (TV) St. Louis. Case was in court on appeal of Sangamon Valley, losing applicant for ch. 2 in Springfield. KTVI had been operating on ch. 36, which was shifted to Springfield, but was given special authority to operate on ch. 2 when that facility was shifted.

"Generally speaking, far greater latitude is permissible and even necessary in rulemaking proceedings than in adjudicatory hearings . . ." Judge Stern said. However, he said, in rulemaking concerning allocation of tv channel in particular area "such latitude must be somewhat restricted because . . . there are ordinarily likely to be parties having important self interests . . .

"If there be private interviews or personal letters in such proceedings from self-interested parties . . . the proceedings are thereby rendered voidable because of the danger of deception . . ."

Rendered Void • In present case, Judge Stern said, private visits, letters and documents "imposed upon the commissioners by Tennenbaum . . . rendered voidable [shift of ch. 2] and it is necessary for the Commission to reconsider the subject matter thereof . . ."

Judge Stern further recommended to FCC that Mr. Tennenbaum's company, Signal Hill Telecasting Co., not be disqualified in further proceeding. He said there is no evidence that Mr. Tennenbaum contacted any commissioner after cut-off date for submission of comments in rulemaking.

Examiner also stated that no commissioner, who "did little if anything more than courteously listen" to private communications, should be disqualified from ruling on further proceeding.

Albany ch. 10 plea

Veterans Broadcasting Inc., applicant for ch. 10 in Albany, N.Y., has asked FCC to persuade competitive applicant WTEN (TV) Albany, N.Y., to agree to joint operation on ch. 10 or rescind temporary authority under which WTEN is operating.

Basis for Veterans' request is court ruling last month reversing July 22, 1959, FCC order permitting ch. 28 WABF-TV Baton Rouge, La., to operate on ch. 9 that city temporarily pending outcome of comparative hearing for vhf channel (BROADCASTING, Feb. 15). Split three-judge court said temporary authority to one applicant could prejudice rights of other party.

Veterans, whose WVET-TV Rochester, N.Y., shares time on ch. 10 with WHEC-TV that city, told commission that applicants should be kept on par. It said it is ready to broadcast on cooperative basis with WTEN until completion of comparative hearing. If such arrangement cannot be made, Veterans stated, WTEN's operation on ch. 10 should cease.

WTEN has been operating temporarily on ch. 10 since December 1957. Its original grant is ch. 41.

More for FCC record

Half-dozen written statements will be presented Wednesday (March 16) for inclusion into record of three-month FCC programming hearing. Chief Hearing Examiner James C. Cunningham will preside to determine which of remaining statements should be included. Songwriter Gloria Parker, whose controversies with RCA-NBC and CBS have made news in past and Chicago's Lar Daly have both demanded opportunity to be heard. Hearing began Dec. 7 and ended Feb. 1. It produced 3,775 pages of testimony heard by commission *en banc*.

FTC cites 60th firm

Federal Trade Commission has filed its 60th — and latest — payola complaint against Ace Record Co. and affiliated Record Sales Inc., Jackson, Miss. Trade agency accused companies of having paid disc jockeys to play their records on air without revealing performances were paid for. FTC claimed action is unfair trade practice. Respondents have 30 days to answer complaint. FTC cited other firms fortnight ago (BROADCASTING, March 7).

Democrats review FCC political reply

Democratic National Committee was studying Friday FCC response to complaint by Paul M. Butler, Democratic national chairman, against CBS policy prohibiting saturation purchases during political compaigns. Mr. Butler was away from his office and could not be reached for comment.

FCC told Democratic Party chairman it would be "arbitrary" for it to order CBS to change its announced policy since programming was primary responsibility of licensee. FCC said Sec. 315 did not apply in controversy.

Commission made clear that it stood apart from feud by stating, "We make no affirmative finding . . . nor do we mean to imply that under a given set of facts a refusal to provide broadcast time may not raise questions . . . as to compliance with the Communications Act . . ."

CBS's policy announced last month (BROADCASTING, Feb. 22) is to refuse paid political programs that are intended for simultaneous broadcast on two or more networks. In city where CBS owns station, network stated, it would not accept political broadcast carried on two or more local stations. Mr. Butler termed this policy "illegal, unjust and discriminatory to the Democratic Party."

New CBS policy, established by CBS' editorial board, applies only to purchase of time for political purposes and does not preclude simultaneous broadcasting of events of "clear" national or local importance.

Free time bill liked on hill; CBS opposes

Bill introduced Thursday by six senators to require tv networks and stations to give prime free time to presidential candidates of major parties (story page 72) had 13 more co-sponsors by late Friday: Sen. Francis Case (R-S.D.) and Democratic Sens. Joseph S. Clark (Pa.), Vance Hartke (Ind.), Mike Mansfield (Mont.), Gale McGee (Wyo.), Ernest Gruening and E. L. (Bob) Bartlett (both Alaska), Frank Moss (Utah), J. W. Fulbright (Ark.), Howard W. Cannon (Nev.), Pat McNamara (Mich.), Clair Engle (Calif.) and Ralph W. Yarborough (Tex.).

Meanwhile, CBS, which since 1955 has been offering free tv time for de-

AT DEADLINE CONTINUED

bates by major party presidential candidates provided splinter parties can't horn in, will oppose free tv time bill introduced in Senate.

This comes from Vice Presidents Richard Salant in New York and Ed Bunker in Washington, who note CBS tried in vain to get debates into exemptions to Sec. 315 enacted last year. CBS feels debates of national issues by major candidates can be exciting enough to merit "any amount" of free time from CBS if it's protected from splinter demands.

Critics of bill, observing it was "practically written" on floor, point out weaknesses. As introduced, it doesn't require "debate" format and is ambiguous on whether all networks and licensees would air at same or separate times, they note. On House side, one member interested in idea of free or government-purchased tv time for presidential candidates, said he is skeptical that Senate bill takes right approach and thinks it's full of shortcomings.

Strike statement

"Sufficient progress has been made to justify another meeting," John L. Dales, national executive secretary, Screen Actors Guild, and Charles S. Boren, executive vice president, Assn. of Motion Picture Producers, said Friday in joint statement after negotiating session of 2 hours, 50 minutes (see strike story, page 85). Next meeting is scheduled for tomorrow (March 15). Joint statement is first indication of any improvement in relations between producers and actors.

January set data

Production and sales of tv and radio receivers in January took customary post-Christmas dip, Electronic Industries Assn. reported Friday, but were still above same month in 1959. Following table gives data:

TELEVISION

Period	Production	Sales
Jan. 1960	526,494	590,867
Jan. 1959	437,026	501,704
	RADIO	
Jan. 1960	1,355,788	803,388
Jan. 1959	1,124,737 (includes auto radios)	700,490 (excludes auto radios)

In phonograph factory sales, stereo units leaped to 341,329 in January while monaural units reached 118,400. This compared with 177,336 stereo and 184,147 monaural in January 1959.

NAB group meets

First meeting of NAB board interim policy committee with association staff was held late March 11. Clair R. McCollough, Steinman Stations, who was named chairman of committee, and two colleagues went over staff operations with department heads. Committee was named at NAB board meeting March 9-10 to serve in policy direction role until successor is named to post of late Harold E. Fellows. Other members of policy group are G. Richard Shafto, WIS-TV Columbia, S. C., NAB tv board chairman, and Merrill Lindsay, WSOY-AM-TV Decatur, Ill. (early board story page 64). Policy group will meet again about March 21.

Million watt fm

WSFM(FM) Birmingham, Ala., has asked FCC for authority to operate with 1 million watts. Stations plans to use two General Electric 35 kw amplifiers, fed by 10 kw driver, using 16-bay antenna. WSFM now operates on 93.7 mc with 20 kw. Highest power used by fm station, FCC source said, was 546 kw in 1940s to Birmingham station which since has been deleted.

Slight deception

Many eyebrows shot up last week when Radio & Television Executives Society, New York, announced plans for luncheon address this Wednesday (March 16) by Lt. Gen. Francis H. Griswold, deputy chief, Strategic Air Command. Announcement said he would talk on "Use of the Broadcast Spectrum by SAC," then added this interpretation: "Or Why We Need Channels 1-6." Check with RTES officials brought assurance that, so far as was known, Gen. Griswold would discuss no such topic but rather would confine himself to ways in which SAC uses broadcasting. Their assumption was that RTES program announcement makers had taken it upon themselves to "jazz it up" presumably to hypo attendance.

Garry Moore talks

It appeared late Friday that CBS-TV, Garry Moore and four advertisers on his Tuesday 10-11 p.m. show had about settled performer's request that number of commercial "interruptions" be reduced. As it stood Friday: number of commercial interruptions will be cut from three to two in each half hour, making total cut from six to four in hour period. Commercial time, however, remains same: six minutes for total hour. Mr. Moore also had sought rotation of sponsorship as opposed to participation and elimination of middle station break, but these reportedly have not been changed. Advertisers include Kellogg, S.C. Johnson, Polaroid and Pittsburgh Plate Glass.

WEEK'S HEADLINERS

HAROLD F. KEMP, RICHARD L. LINKROUM, DAVID W. TEBET, and FELIX JACKSON named in program department of NBC-TV (CLOSED CIRCUIT, March 7). Mr. Kemp, director of live nighttime programs, West Coast, promoted to vp of nighttime programs, West Coast. Mr. Linkroum, who had been appointed director of special programs last month, named vp of special programs. Mr. Tebet, who joined NBC-TV in 1956 as general program executive, became director of talent relations last August. He is now vp of talent relations. Felix Jackson, whose background includes both producing and writing for motion pictures and tv, was supervisor of *Four Star Playhouse* and producer of *Studio One* for CBS-TV. Mr. Jackson is appointed vp of NBC-TV and assigned to west coast program department.

MR. KEMP | MR. LINKROUM | MR. TEBET | MR. JACKSON

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

PEOPLE WHO WANT THE BEST FLY UNITED AIR LINES' GREAT DC-8 JET MAINLINER

You will agree United's DC-8 Jet Mainliner® is the best of the jets, whether you're enjoying United's famous Red Carpet® service or spacious Custom Coach accommodations.

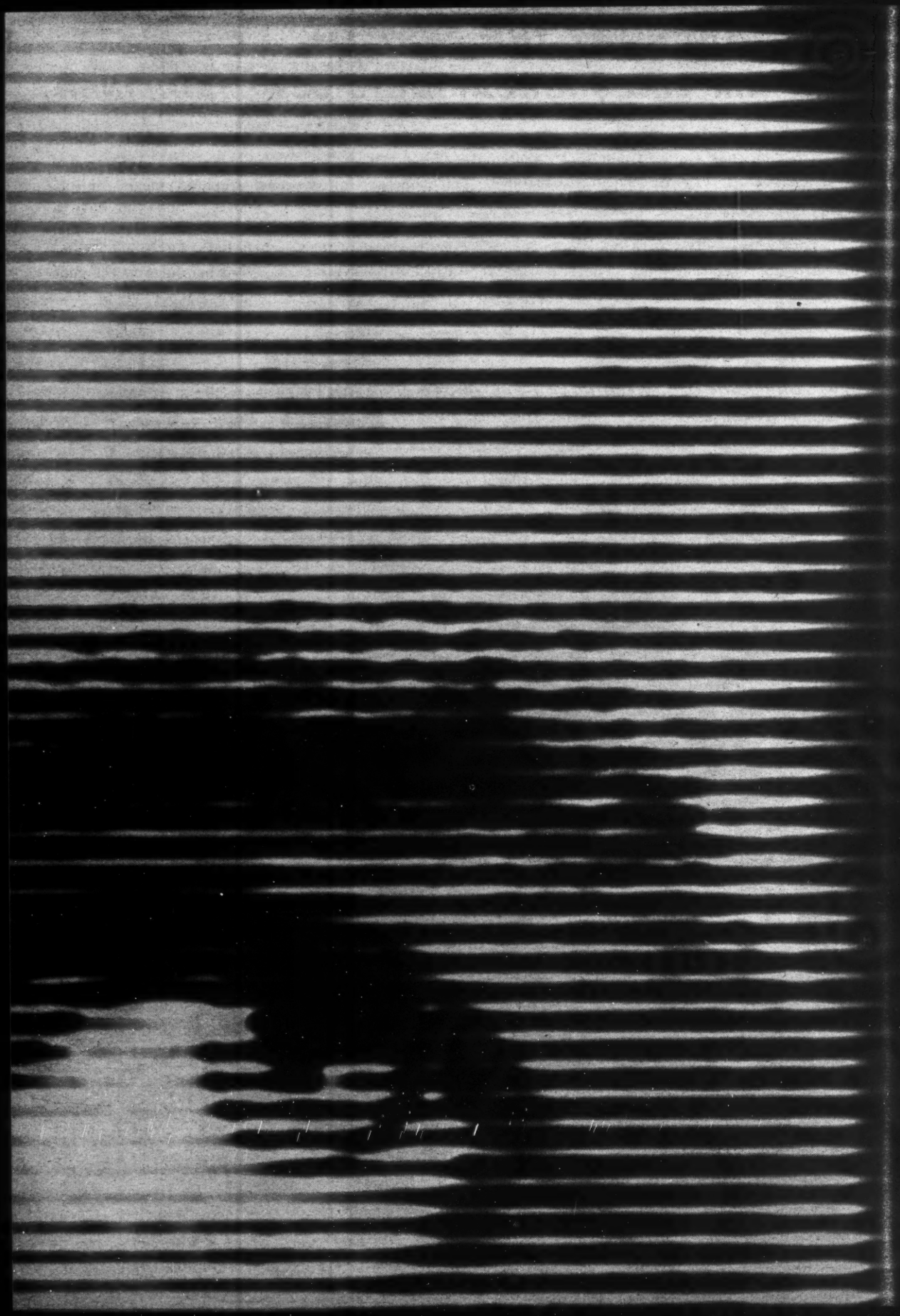
Interiors are decorator-designed. The colorful Red Carpet Room is the largest lounge in the sky, lends a fashionable flair to relaxation aloft. The seats are designed for privacy . . . and lights, air vent, push-button table are all built in.

Add to all these advantages of the new, super-powered DC-8 Jet, its vast range, speed, radar smoothness, United's chef-prepared meals, unique ready-on-arrival baggage delivery, and you have a picture of United's famous *extra care*. Next time, take the *best of the jets*—United's DC-8 Jet Mainliner! For reservations, see your helpful Travel Agent—he is an expert on modern jet travel—or call United Air Lines.

DC-8 SERVICE NONSTOP:
NEW YORK, CHICAGO, WASHINGTON-BALTIMORE, PHILADELPHIA, SEATTLE-TACOMA, SAN FRANCISCO, LOS ANGELES—AND NOW HAWAII

UNITED AIR LINES® DC-8
JET MAINLINER, BY DOUGLAS

Big, wide seats add privacy and comfort to your DC-8 Jet flight



READING BETWEEN THE LINES...

Discerning Philadelphians detect a sharp difference in the quality of what they see on their television screens. One reason is what they don't see: WCAU-TV's local public affairs program staff (Philadelphia's largest!), working constantly behind the scenes to create programming that is timely, compelling, effective.

Example: "Caucus," winner of a 1960 Freedoms Foundation Award. A weekly probe of the American political scene, "Caucus" has presented such notables as Dean Acheson and Senators Paul Douglas, Hugh Scott Jr., Richard Neuberger, Joseph Clark Jr., J. William Fulbright. In this election year, "Caucus" and other locally-produced shows, plus information programs that are a regular part of Channel 10's CBS Television Network schedule, will continue the all-important job of alerting the Philadelphia electorate to its responsibilities.

This programming-in-depth—this unending search for new avenues to community service—is but one more reason why audiences with an eye to more than surface value keep their eye on . . .

CBS Owned • Channel 10, Philadelphia **WCAU-TV**

test this perfect combination

Open the Southern California Market

More and better radio penetration . . . and for less money, too!

The John Poole Broadcasting Company combines two powerful facilities, KBIG and KBIQ (FM) . . . separately programmed to increase sales impact, at a special combination discount!

Ask your KBIG, KBIQ or Weed Representative for details.

740 KC KBIG

104.3 MC KBIQ (FM)

John Poole
Broadcasting Company, Inc.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205

National Representative: Weed Radio Corp.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MARCH

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston. "Soaring 60's," sales and management symposium conducted by John Shirley, founder of Communications Institute of America.

***March 14—Western States Advertising Agencies Assn.** dinner meeting. Subject: "Creativity in Advertising." Nikabob Restaurant, 9th & Western, Los Angeles.

March 15—Deadline for applications to enroll in **NAB Broadcast Management Seminar,** to be held July 10-22 at Harvard Business School, Boston (postponed from March 1).

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 15-17—Electronic Industries Assn., spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

***March 16—Radio & Television Executives Society** newsmaker luncheon. Lt. Gen. Francis H. Griswold, deputy chief, Strategic Air Command, will speak on "The Use of the Broadcast Spectrum by SAC" (or "Why we need channels 1-6"). Grand Ballroom, Hotel Roosevelt, New York, 12:30 p.m.

March 17—Southern California Broadcasters Assn. Campbell-Mithun, Hollywood, will present program. Luncheon at Hollywood Knickerbocker.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

March 18—Indiana State Broadcasters. FTC Chairman Earl Kintner will be key speaker. Indianapolis Athletic Club.

March 18-19—Arkansas Broadcasting Assn., annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrillton.

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-26—Northwestern U. second annual Short Course for Newsmen in Crime News Analysis and Reporting, Fisk Hall, Evanston (Ill.) campus, under co-sponsorship of university's Medill School of Journalism and School of Law. Among speakers: William Garry, news and public affairs director of WBBM-TV and Len O'Connor, newscaster and commentator with WNBQ (TV) and WMAQ, both Chicago.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers na-

To paraphrase the old "Don't-look-now,—*BUT*" admonition, urgency compels us to say: *DO* look—*BECAUSE* this year's NAB Convention is almost at hand! April 3 to 6.

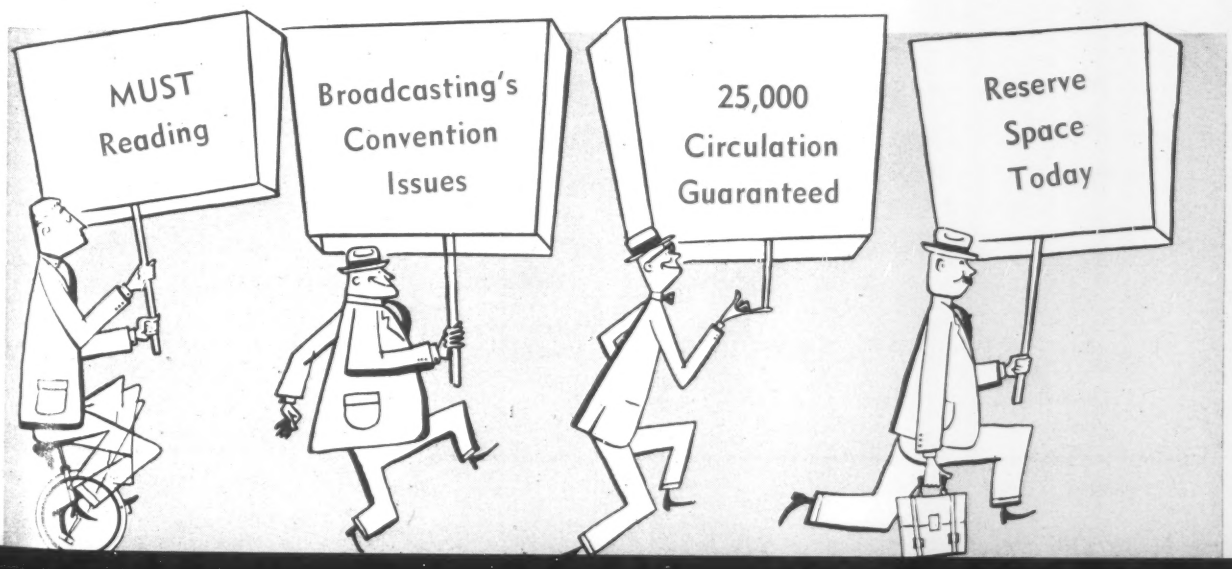
As always, it will attract an attendance from all segments of the broadcast advertising business . . . *and* an attention from TV and radio executives in every corner of the nation.

As always, too, BROADCASTING Magazine will serve this widespread interest with *three* of the most heavily-read issues it publishes each year: (1) *pre*-Convention on March 28; (2) *during* the Convention, April 4; and (3) *post*-Convention, April 11, rounding up everything that made news.

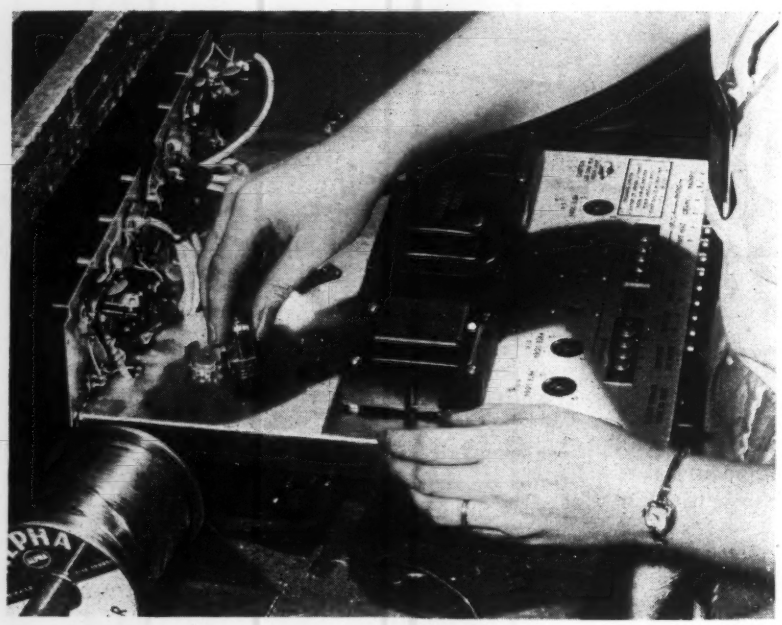
To accomplish this with the authoritative completeness that only BROADCASTING *can*, a full-scale news room is being set up in Chicago—staffed with a dozen of BROADCASTING'S most experienced editors, equipped with direct lines to the BROADCASTING headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure BROADCASTING readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skilfully edited, the result is the most authentic, comprehensive panorama of NAB's 1960 conclave anywhere—and indispensable as a guide to what's happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that's aimed at TV-&-radio's busiest decision-makers. You get the year's biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven't reserved your space yet, this is the hour to get cracking! It's only days to deadlines—so wire or phone the nearest BROADCASTING *office today*. 25,000 circulation guaranteed.



Throughout the World
A famous name for QUALITY is
ROCHESTER'S
STROMBERG-CARLSON
A DIVISION OF
GENERAL DYNAMICS



Precision assembly of components assures faithful music reproduction by Stromberg-Carlson's high fidelity stereo instruments.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is . . .

WHEC

Member GANNETT RADIO-TV GROUP

BASIC CBS ROCHESTER

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

tional convention, Coliseum and Waldorf-Astoria, New York.

March 22—Deadline for filing comments to **FCC** proposed rulemaking on payola. Extension of time from March 1 was granted on request of NAB. Deadline for filing comments is March 31.

***March 23—Bureau of Broadcast Measurement**, annual meeting, Chateau Frontenac Hotel, Quebec City, Que.

***March 23—Radio & Television Executives Society** round table on radio's use as an advertising meduim. Scheduled to appear: D. C. Marschner, sales promotion-advertising manager, Shell Oil Co.; Albert B. Richardson, vice president in charge of advertising, Chesebrough-Ponds Inc.; James Stocker, advertising manager, Scott Paper Co.; George Arkedis, vice president, network sales, CBS Radio; Maurice McMurray, national sales director, Storer Broadcasting Co. Palm Terrace, Hotel Roosevelt, New York. 12:30 p.m.

March 23—Chicago Broadcast Adv. Club's monthly luncheon meeting, Sheraton Towers. Guest speaker: Donald McGannon, president of Westinghouse Broadcasting Co.

March 25-26—Industry Film Producers Assn. first national convention. Documentation and coverage of space and electronic projects will be emphasized. Statler-Hilton Hotel, Los Angeles.

March 29—Assn. of National Advertisers' workshop "How to Use Advertising Effectively in Introducing New Products." Hotel Ambassador, Chicago.

March 31—Academy of Television Arts & Sciences, Los Angeles chapter. Groucho Marx, Red Skelton and others will discuss "Comedy in Television" at 8 p.m. meeting at the Beverly Hilton Hotel, Beverly Hills, Calif.

*March 31—Radio Advertising Bureau's annual National Radio Advertising Clinic. Waldorf-Astoria Hotel, New York.

APRIL

April 1—Comments due on **FCC** proposal for shorter license periods to strengthen its broadcast enforcement.

April 1—Comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

***April 1**—Repeat of **RAB**'s National Radio Advertising Clinic. Sheraton-Blackstone Hotel, Chicago.

April 1-3—Women's Advertising Clubs eastern inter-city conference, **Sheraton-Biltmore Hotel**, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

April 2—National Assn. of Fm Broadcasters annual business meeting. Conrad Hilton Hotel, Chicago.

April 3-6—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-6—American Management Assn.'s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. **Premium Adv. Assn. of America** will hold its annual conference in conjunction with exposition at same site April 5. And the **National Premium Sales Executives** conducts its sales and distribution seminar April 3.

April 5—Broadcast Pioneers annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

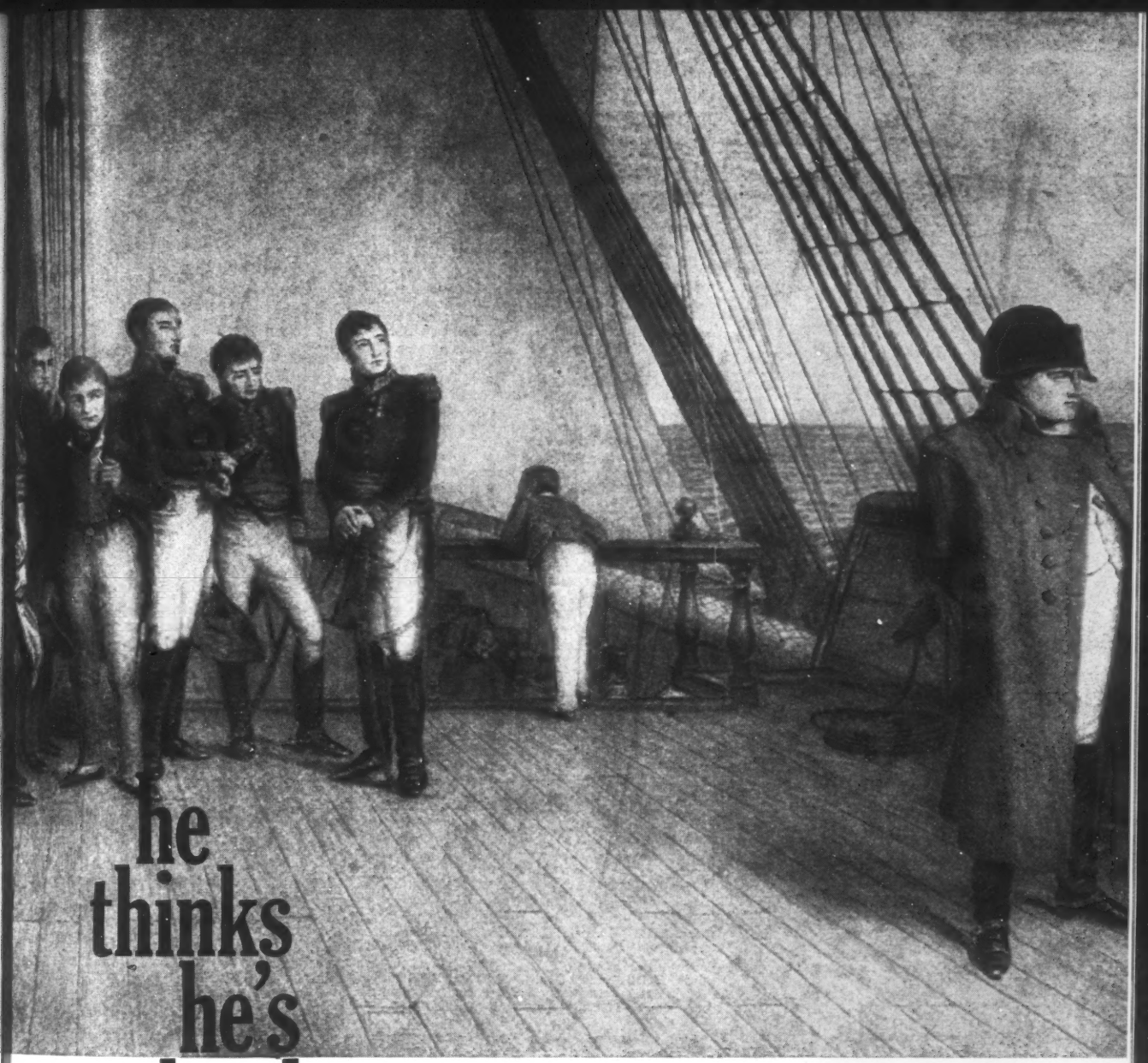
April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 8-9—Oregon Assn. of Broadcasters annual meeting. Howard Bell, assistant to president, NAB, is key speaker. Eugene, Ore.

April 9-10—Disc Jockey Assn., membership meeting. Minneapolis (site to be selected).

April 11—Deadline for filing reply comments to proposed **FCC** amendment of **CONELRAD** manual BC-3 to provide for transmission standards for the CONELRAD attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur



he thinks he's columbus

...since he discovered Adventure Radio, WERE, Cleveland ...Who's going to tell him that the local boys conquered Cleveland a long time ago by using WERE...the automotives like Rambler...Dodge...Ford and Chevy ...They've been on Adventure Radio since almost 1492!...Now he keeps looking for the Pinta and the Niña, and wondering what to tell Isabella...We know what to tell her...more local advertisers use WERE than any other Cleveland station!

WERE

WERE-Cleveland...
WERC-Erie...the Adventure Radio Stations. Represented by Venard, Rintoul, and McConnell, Inc.

FRIGHTFUL NUISANCE,

turning the page quarter way 'round, but worth the effort, old horseman. All about how to reach all the great state of South Carolina with a flick of a finger, by pointing at WIS-TELEVISION, COLUMBIA, SOUTH CAROLINA.

I'm Major Sellingforce, and old-timers will tell you when I got out of Hampton's Redshirts I designed the state of South Carolina so that NBC and ABC programs from WIS-TV's 1526-foot tower would reach the whole state (well, most of it, anyway). Not easy, but I'm foresighted. Think of it! 1,207,500 people. 286,500 homes. 233,931 TV homes. $853,000,000 retail sales. and $1,274,000,000 buying income! Incredible, but word of honor! All for one buy. WIS-TV, major selling force in South Carolina. Named for me, old musketeer. Proud of it. Ask your PETERS, GRIFFIN, WOODWARD, INC. representative. Or mail a doubting query direct, see what happens in the way of proof. Outstounding, frankly.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

Springs, W.Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the **Advertising Federation of America**, 250 West 57th Street, New York 19.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, SALES MANAGEMENT.

***April 28—Southern California Broadcasters Assn.** Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

***April 30—Radio Television News Directors Assn.** spring board of directors meeting. Sheraton Russell Hotel, New York.

MAY

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 3—CONELRAD drill scheduled by **FCC** for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 4—Reply comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

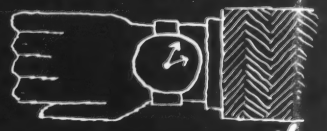
May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

EVERY MINUTE



OF THE DAY*

MORE PEOPLE

(more men, more women, more teeners, more children)

IN SAN ANTONIO

ARE LISTENING TO

KONO RADIO

THAN TO ANY OTHER STATION

*as computed by PULSE and by HOOPER!

Represented by

KATZ AGENCY

5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

greatest acceptance ever!

56.8% SHARE OF AUDIENCE

WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

YOUR POWER TO PERSUADE

In Minneapolis-St.Paul, WCCO Radio has offered top acceptance for 35 years. Now it's at an all-time high—56.8% share of audience (biggest since Nielsen began measuring the market). Which means with WCCO Radio you get more listeners than all other Minneapolis-St. Paul stations combined . . . lowest cost-per-thousand . . . and greatest acceptance ever. Adds up to the ideal setting for your power to persuade.

SOURCE | Nielsen Station Index, Nov.-Dec., 1959 Station Total, 6 AM Midnight, 7-day week.

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000 Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Ambassade de France

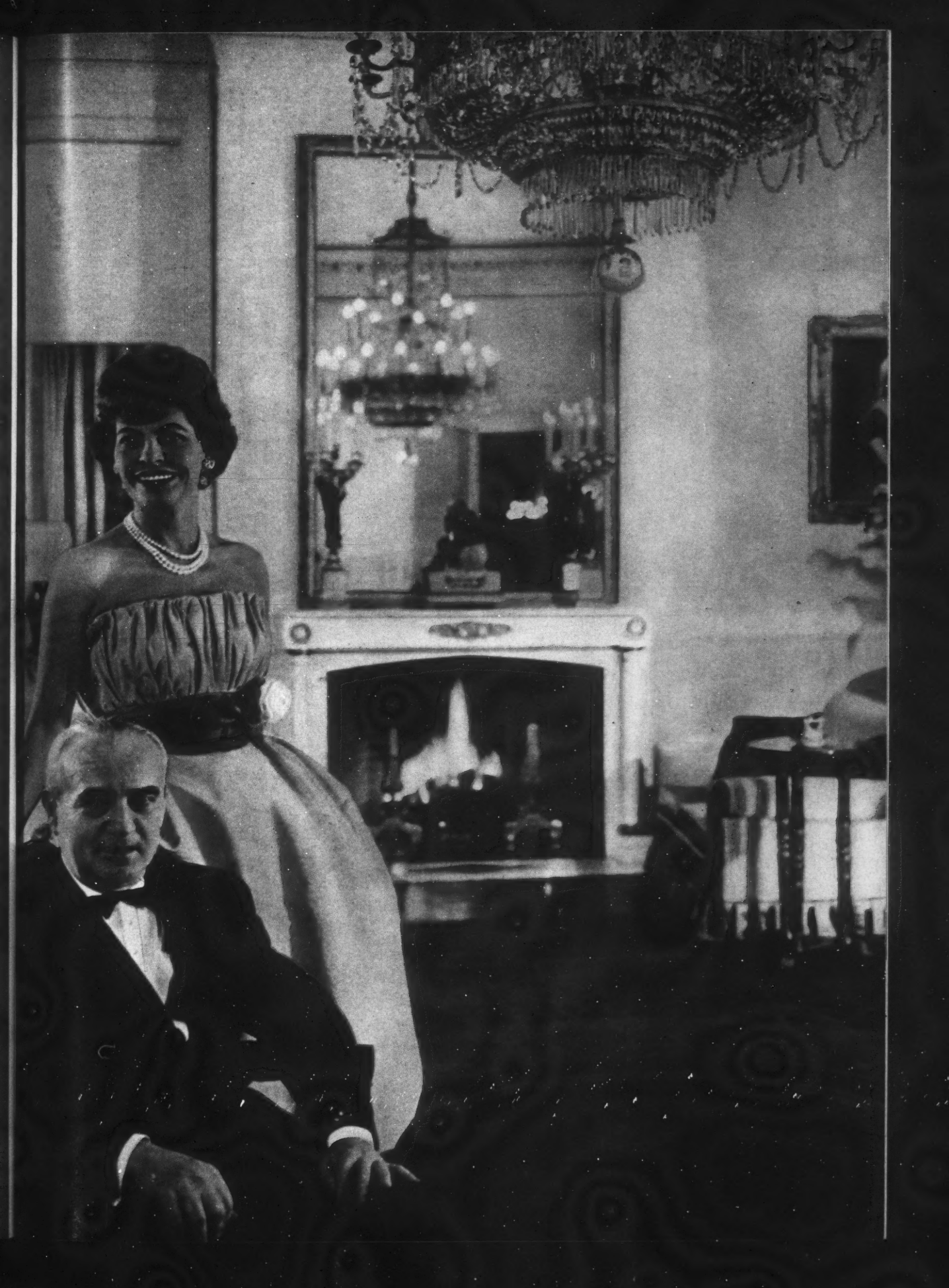
His Excellency the Ambassador of the French Republic to the United States and Mrs. Alphand photographed in the Empire Room of the French Embassy in Washington . . . first in a WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

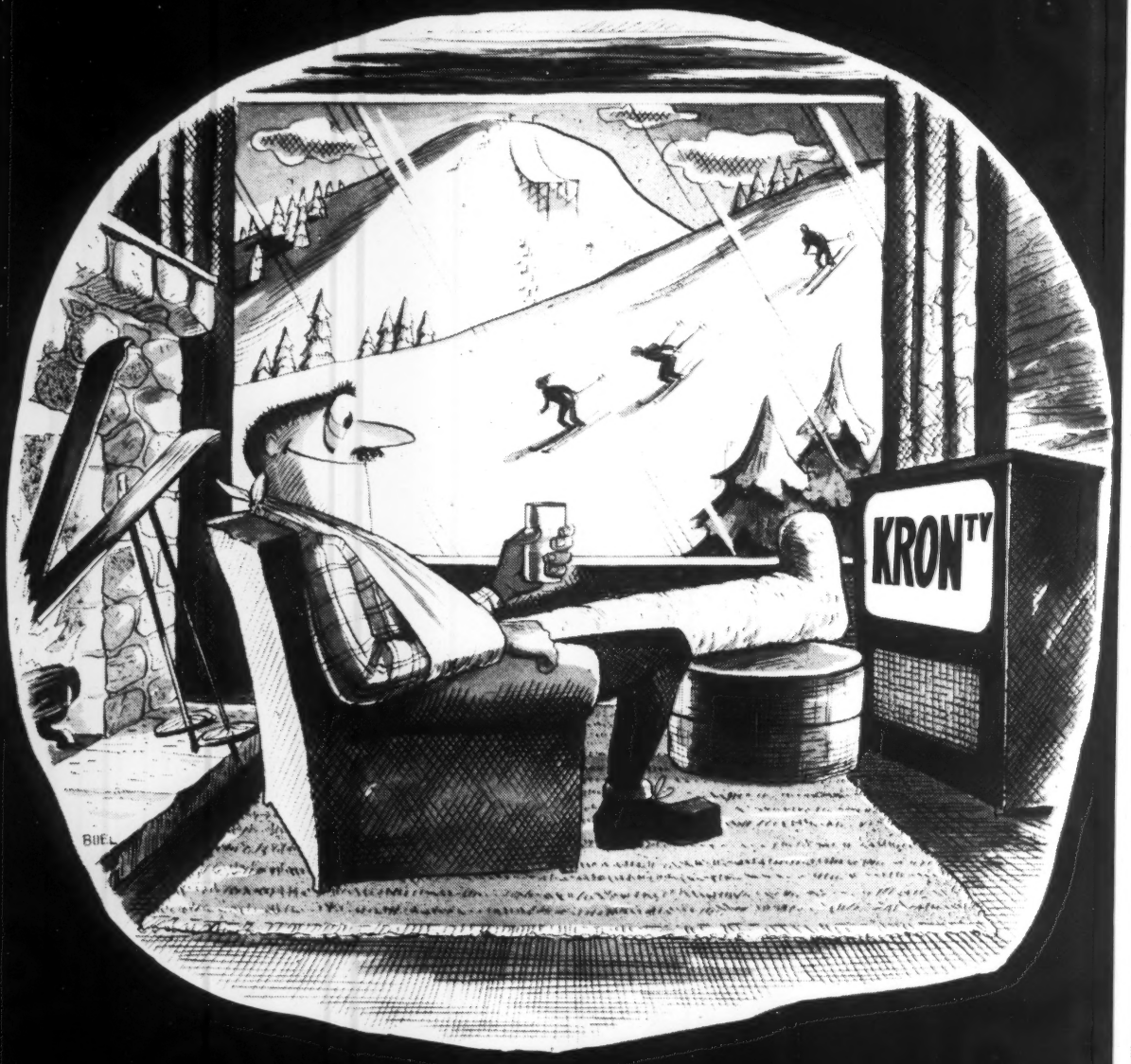
REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division:

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.



KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV HAS BEEN NUMBER-ONE FOR 24 CONSECUTIVE MONTHS
ARB share-of-audience
Jan. '58 - Dec. '59

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ● TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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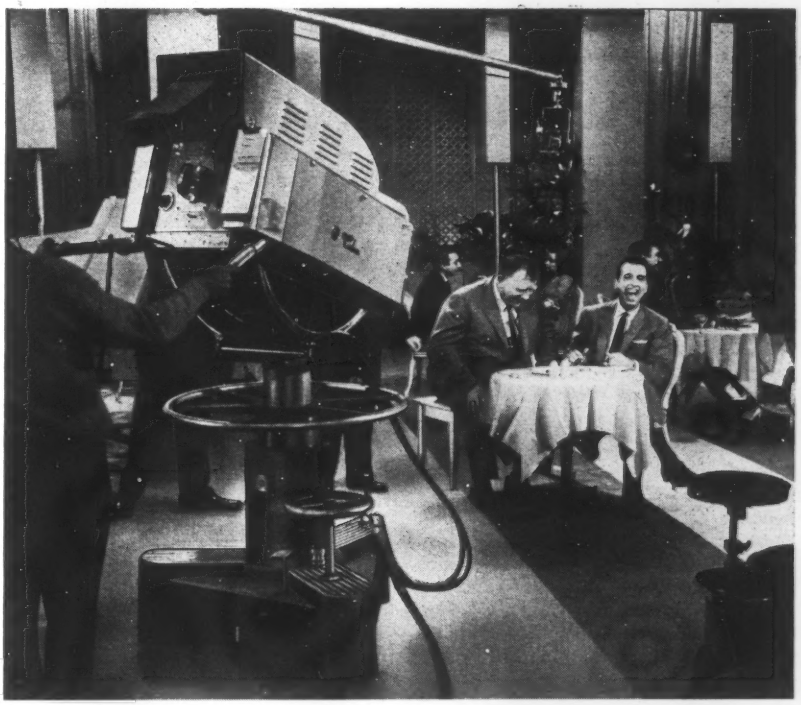
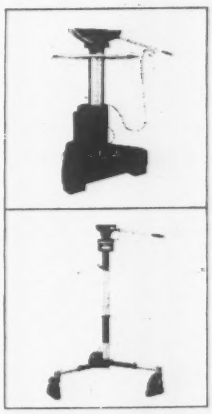


It takes some doing to keep up with Ernie Ford!

Ernie Ford's fast-moving NBC show is a masterpiece of precision timing that requires maximum camera maneuverability. That's why Houston Fearless Pedestals are used. Smooth, silent, steady, these tried and true units are completely dependable...a good reason why most of the big shows roll on Houston Fearless Camera Mounts.

POWER DRIVEN PD-9

Raising and lowering the camera is done by the touch of a switch with the motor-driven PD-9 Pedestal, giving the cameraman more freedom, more versatility. Extra smooth, completely quiet, this de luxe unit costs less than you may think.



LIGHTWEIGHT CHAMP

For small studios and auxiliary cameras the Houston Fearless PD-10 Pedestal is ideal. Light weight, highly mobile, provides steady support for smooth dolly shots. Dis-assembles for easy portability. Priced lower than many tripod-dolly combinations.

HOUSTON FEARLESS

HOUSTON FEARLESS CORPORATION
11807 W. Olympic Blvd., Los Angeles 64, Calif.

Send catalogs and prices on: ☐ PD-9 Pedestal. ☐ PD-10 Pedestal. ☐ Other Pedestals. ☐ Tripods. ☐ Dollies. ☐ Camera Heads. ☐ Remote Control Heads. ☐ Microwave Parabolas. ☐ Film Processors.

Name _____
Firm _____
Address _____
City _____ Zone ____ State _____

MONDAY MEMO

from **HARVEY BOND,** *advertising director, Benrus Watch Co., New York*

Benrus finds exceptions prove the rule

In the year just ended Benrus was able to put watch salesmen into hundreds of millions of U.S. homes for $4.50 a thousand and in the process violated three tenets of time and talent buying.

The first violation was not committing our annual ad budget at the start of the year. The second was the old rule of frequency: we were not weekly or even monthly repeaters. The third was: we bought no westerns or private eye shows.

Each violation had its reasons. At the start of the year we embarked on a new pricing and guarantee policy: 17-jewel watches at $25 with an unconditional three-year guarantee. This was unprecedented, and to us, vitally important. Thus everything we did in 1959 was keyed to the word *important*. Obviously this eliminated any spot or "nudge" campaign from our thinking.

It also eliminated any weekly series wherein we might well talk to the same people each week. Also we would be talking to aficionados of westerns or mysteries and miss those who dislike either. And there is relatively little feeling of excitement or newness to a weekly show of any type, except the important loss of money by the sponsor when and if the series fails to build an audience.

The Special Is Special • A tv special, on the other hand, has importance, newness—the feeling of something *special*. It has important stars, an important time slot and important audience promotion. A message of importance gains some rub-off when it appears on an important special. These were the considerations that led us to buy Jack Benny's first special of the year and the Emmy Awards special.

Because our new, unconditional guarantee policy was designed to put honesty back into watch retailing, sincerity and credibility were the keynotes of the commercials. No trace of hard-sell or gimmickry could enter them. We had no desire to torture viewers and less desire to torture our watches: we consider them items of value to be worn proudly, not tortured, and felt that our three-year unconditional guarantee was ample proof of their endurance and honest value. When the commercials appeared, critics commented very favorably; one said they were "restrained, dignified and credible, inspired confidence and should do a good job."

Another inherent plus of the tv special is the merchandising value of a name like Jack Benny when he makes a non-routine appearance. The weeks, and often months, between the signing for a special and its appearance gives the sponsor time to prepare and distribute point-of-sale material, dealer mailings, streamers, etc., which tie the familiar face to the product, in print, and pin-point the day, date and hour with a "watch me" message. The time-lag also gives the network the time and the occasion to do a more thorough job of on-air and print promotion than they can do for a weekly series.

We continued our policy of buying specials throughout the year, collaborating in judging value with Al Hollender, Grey Adv.'s vice president in charge of tv. Often split-second decisions had to be made. In two instances we had to say yes on the phone to a proposition involving as much as $400,000. A half-hour delay would have lost us both properties. In all we bought six shows and spent $1,800,000.

Harvey Bond is one of the new breed of marketing executives who concerns himself as much with the styling and distribution of his products as with the Nielsen rating of his last television spectacular. As a member of Benrus' four-man marketing team he shares responsibility, with the executive vice president and the sales director, for major marketing decisions. A native New Yorker in his mid-forties, he began his advertising career with Universal Camera during depression days, later becoming co - publisher of American Camera Trade. *During World War II he was a Signal Corps. officer. After a postwar association with Helbros Watches, he joined Benrus in 1950. Mr. Bond was made a vice president in 1956.*

We constantly strove to reach consumers emotionally as well as cerebrally. For example, when we were selling diamond watches we pointed out that a diamond watch is the second most important gift—after the engagement ring —and was really a complementary gift. Thus we tried to convey the enrichment that the gift gave both giver and receiver.

We also try wherever possible to integrate our commercials into the show with both lead-ins and lead-outs—a basic Hollender philosophy. The abrupt interruption of a show with a cliche like "and now a word from our sponsor" has always struck us as poor bridgework and poor showmanship. Jack Benny's bridges into and out of our commercials are particularly smooth and funny.

Talent's Touch • Our over-all desire to convey honesty and sincerity was also shown in our selection of stars. Jack Benny, we believe, is a dignified, sincere and lovable character. Arthur Godfrey's sincerity and believability have never been questioned by his millions of loyal fans. And the lovability of the performers in the "Wizard of Oz"—that great pre-Christmas show—is sufficient to touch the emotions of the most hardboiled.

How did we do? We had more shows in the top 10 than any other sponsor of spectaculars. One show was No. 1. Another was No. 2; two ranked No. 3 in their rating period. Another rated No. 5. All of the others landed in the top 25. Let's say we were not disappointed.

Incidentally, our sales were up 7% for the year—the first sales rise in jeweled watches since 1954!

For the coming year, we're planning to ride the same policy horse—at least until midstream. This month and in May we have Jack Benny specials for the Easter and graduation selling seasons. For the fall and Christmas seasons we're playing by ear. We expect to make more split-second decisions on the phone and can only hope that we do as well as in 1959.

Tv specials produce sales results

HOW DOES A NAIL SOUND? It sounds like a board that's been nailed to a board that's been nailed to a board... again and again, until a house is built. Another house... ad infinitum. This is the house that Maryland and a lot of jack are building. These are the homes of millions of old and *new* Marylanders. The people who are working at, living in and investing in "Housing" in this part of the country. The people you can reach—the people who are interested in your message about "anything for the home". These are the millions who are spending millions to re-build a city... a city of tradition into a city of the future. These are progressive, far-thinking people who want to learn... who want to know... who want to buy. These are the millions who listen to WBAL-RADIO every day... the people who will hear any message you have for them and will pay attention to it. WBAL-RADIO, your progressive Maryland station with the sound of the sixties, the new era of elegance they have come to know so well. **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland tradition / Associated with WBAL FM-TV / Nationally represented by Daren F. McGavren Co., Inc.

OPEN MIKE

Monday Memo's 'broad readership'

EDITOR: . . . MONDAY MEMO must have broad readership because letters are coming in from all over the country. A great testimonial for your outstanding publication.—*Ed Fitzgerald, J. Walter Thompson Co., Chicago.*

[Mr. Fitzgerald, JWT's broadcast media manager and senior timebuyer in Chicago, wrote "Notes on the bringing up of timebuyers," MONDAY MEMO, page 16, Feb. 22 —THE EDITORS.]

Dismayed at Erickson's view

EDITOR: I read with dismay what Rodney Erickson had to say about *Voice of Firestone* in the Feb. 29 issue, page 70, "Tv will be filmland distributor."

What a pity that a man of his position should make such an idiotic statement about good music. I was never aware that the prerequisite of enjoying good music was being a member of the country club set . . . —*Woodrow B. Moats Jr., Salesman, WKTV-TV Utica, N.Y.*

[Mr. Erickson, now Warner Bros. consultant and formerly with Young & Rubicam, said in part: "Nobody will take Grandma Firestone's music ever again. Nobody can afford a show like that again." Discussing sponsor control of shows, he cited the Firestone show as an example of the last of the so-called stubborn advertisers wishing to program what the country club set "might like" whether or not the audience favors such programming.—THE EDITORS.]

'Oldest religious broadcast'

EDITOR: In your OPEN MIKE column in the Feb. 29 issue, David G. McImtyre, business administrator, Calvary Baptist Church, New York, has called attention to broadcasts from that church weekly since March 4, 1923. He has asked whether those broadcasts may rightly be called "the world's oldest religious broadcast."

He will be interested, therefore, in knowing that weekly church service broadcasts from Detroit's St. Paul's Episcopal Cathedral were inaugurated on WWJ Detroit on Easter Sunday, April 16, 1922. The 11 a.m. Sunday service at St. Paul's has been broadcast over WWJ every Sunday since that time, without interruption . . . —*Don DeGroot, Assistant General Manager, WWJ-AM-FM-TV Detroit.*

Enjoys 'hanging' Sid Hix

EDITOR: The Sid Hix cartoon in the Feb. 8 issue was particularly amusing as our parent organization, Fulcrum Productions, is involved in radio-tv production as well as a premium operation. I wonder if it would be at all possible to obtain the original drawing of this cartoon? We'd like very much to display it on

Drawn for BROADCASTING by Sid Hix

"But I thought you took out the premium!"

our wall along with the one you so kindly sent us several years ago about Arthur Godfrey.—*L. Ronald Munsick, Munsick Music Library, Morristown, N.J.*

[Original cartoon is enroute.—The Editors.]

Disagrees with Mason

EDITOR: I have read the letter printed in your issue of March 7 from Robert T. Mason, general manager of WMRN Marion, Ohio. Mr. Mason, for whom I have the highest regard, suggests that ABC's support of the commission's proposal to provide at least three competitive television services in major markets of the country is designed solely "in order to gain individual advantage." Mr. Mason misses the point entirely.

Certainly ABC would benefit by having additional outlets allocated to major markets in the country. The record shows that the commission's judgment concerning the importance of having competitive television network service proceeds from a completely different point. Throughout its consideration of television and general broadcasting, the commission has emphasized the public importance of having truly competitive nationwide service. The commission has emphasized, also, the particular contribution that network programming has made to the growth and development of television in this country.

There is no reason why, if additional slots are available, more stations should not be put into major markets. The fact that the industry may not be able to have six services in many markets would hardly be a reason for refusal to provide at least three if these are technically possible . . . —*Alfred R. Beckman, Vice President, ABC, Washington.*

BROADCASTING

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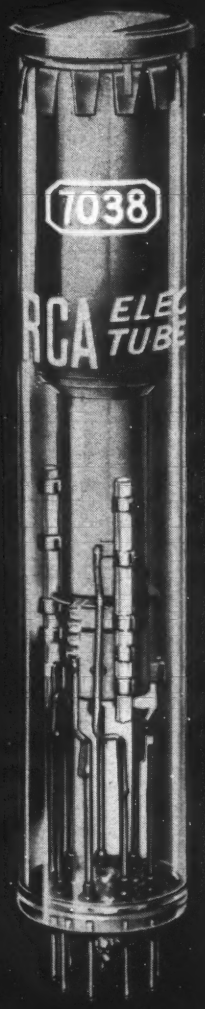

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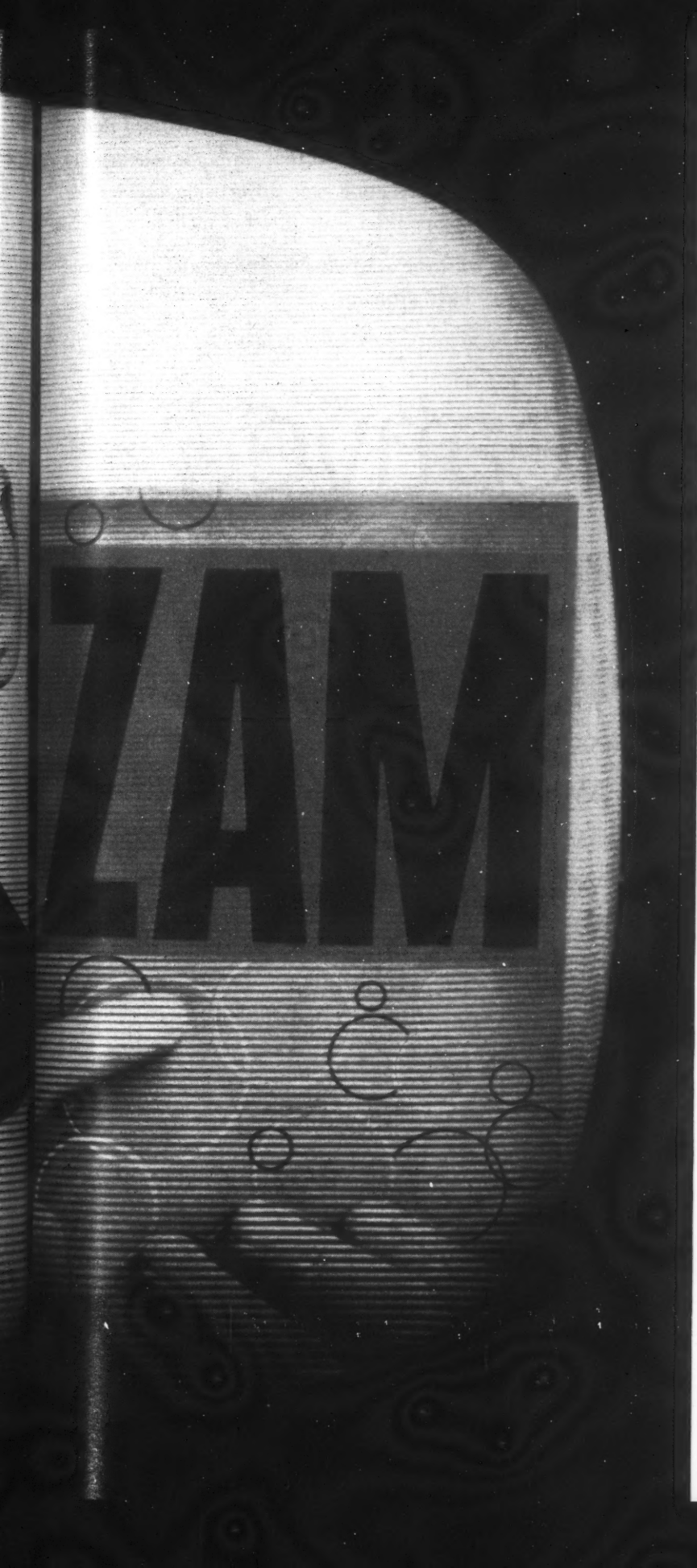

Look who's sold on ABC

Alberto-Culver, Alcoa, American Chicle Co., American Cyanamid, Armour, American Redball Transit, Beechnut, Best Foods, Borden, Block Drug Company, Breast o' Chicken, Brown & Williamson, Campbell Soup, Canada Dry, Carnation, Carter Products, Chevrolet, Coty, Cracker-Jack, Helene Curtis, Colgate, Derby Foods, Dow Chemical, Dinner-Redy, Dodge, Drackett, Du Pont, Drug Research, Dusharme, Durkee, Dutch Masters, Eastco, Eastman-Kodak, Elgin, Ex-Lax, General Foods, B. F. Goodrich, General Mills, Hartz Mountain, Haggar Co., Hollywood Brands, Hills Bros., International Latex, Johnson & Johnson, S. C. Johnson, Knomark Mfg., Kaiser, Lever Bros., Ludens, Libbey-Owens-Ford, Liggett & Myers, P. Lorillard, Mars, Mastic Tile, Mutual of Omaha, Mattel, Miller Brewing Co., Miles Laboratories, Mogen David, Massey-Ferguson, Inc., Minute Maid, North American Van, Northam Warren, Old London Foods, Peter Pan Foundations, Pharmaceuticals, Plough, Procter & Gamble, Phillips-Van Heusen, A. H. Pond, Quaker Oats, Ralston Purina, H. F. Ritchie, Renault, Restonic, R. J. Reynolds, Reynolds Metal, Renuzit, Scripto, A. E. Staley, Sterling Drug, Seven-Up, Sweets Co., Toni, U. S. Time, Vitamin Sales, Vick Chemical, Ward Baking, Westclox, Warner-Lambert, Welch Grape Juice, Whitehall Laboratories.

The company on ABC is not merely good. It's smart. Knows, if you please, the selling import of these basic ABCs: A) Share of audience—ABC-TV is now consistently first or second every night of the week. B) Kind of audience—ABC-TV's programming selects the younger homes, with growing, consuming families. C) Cost of audience—ABC's cpm of homes ($2.88) is lowest in the business of network selling. If you agree on the value of these ABCs, you can be sold—successfully—on ABC Television.

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(more people will)

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WTPA	Harrisburg
WTIC-TV	Hartford
WJAC-TV	Johnstown
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW-TV	Mt. Washington
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KSLA-TV	Shreveport
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 14, 1960

Vol. 58 No. 11

A WEEK OF SHOCK AND SORROW

In three days last week broadcasting lost one champion through death and another through political calamity. In a time already marked by unprecedented crises, a new chief regulator of still uncertain inclinations came to power.

• Death claimed Harold E. Fellows, president of the NAB, and left broadcasting's main trade association without a full-time leader at a moment when leadership was never more to be desired.

• A political cross-fire caught FCC Chairman John C. Doerfer, a strong advocate of broadcasting freedom and foe of government controls. He resigned in the wake of disclosures that he had repeated an indiscretion for which he had been criticized two years ago.

• Into the FCC chairmanship stepped FCC Commissioner Frederick W. Ford who at times has been in sharp disagreement with Mr. Doerfer over FCC regulatory policies. What course the FCC would take under Mr. Ford's guidance, now that there are strong demands for crackdowns on radio and television, was the subject of wide interest in broadcasting.

The NAB story appears on page 64. The FCC report begins below.

MR. FELLOWS

MR. DOERFER

MR. FORD

DOERFER OUT, FORD IN, SEAT OPEN

Another joyride to Miami forces a change in the FCC command

The FCC loses one chairman today, gets a new one tomorrow and will then be left with a vacant chair.

The vacancy is to be filled by a Republican appointment to be confirmed by a Democratic Senate in a hot political year.

These conditions were created by the resignation of FCC Chairman John C. Doerfer after a week of strong congressional and newspaper criticism. The resignation was submitted last Thursday and immediately accepted by the President.

At the same time the President chose FCC Commissioner Frederick W. Ford, a Republican government career man from West Virginia, as the new chairman of the FCC. Mr. Doerfer's tenure is to end today (March 14) and Mr. Ford's to begin tomorrow.

Mr. Doerfer told the President he was resigning to avoid possible embarrassment to the administration, although he had no misgivings about his conduct.

The President complimented Mr. Doerfer for loyal and effective service but said that circumstances suggested that his decision to resign was wise.

Target of Congress • Head of the commission since July 1, 1957, Mr. Doerfer had been severely criticized by members of Congress and some newspapers because of social favors he accepted from multiple station owner George B. Storer (AT DEADLINE, March 7).

The troubles leading to his resignation under fire began March 4 when Mr. Doerfer admitted, under sharp questioning, to the House Legislative Oversight Subcommittee that he and Mrs. Doerfer had flown to Florida and back in Mr. Storer's private airplane and spent six days and nights aboard the broadcaster's yacht. The Wisconsin Republican had been under sharp attack by the same subcommittee in February 1958 for the same kind of trip financed by the same Mr. Storer.

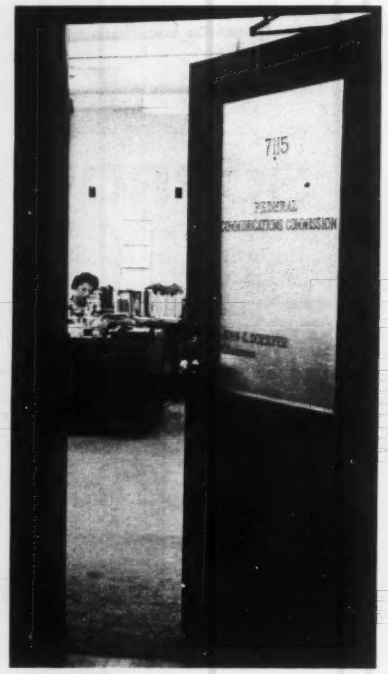
Commissioner Ford's ascension to the chairmanship was an expected result of the resignation of Mr. Doerfer. He will be the fourth Republican head of the agency since Mr. Eisenhower became President in 1954. In addition to the man he succeeds, Commissioner Ford was preceded as chairman by George C. McConnaughey and present Commissioner Rosel H. Hyde.

Ford's Acceptance • The White House named the new chairman simultaneously with the 4 p.m. Thursday announcement that Chairman Doerfer had resigned. Commissioner Ford released the following statement Thursday afternoon:

"I appreciate the expression of confidence which the President has shown in designating me chairman. It is with a great degree of seriousness that I undertake this assignment. There are more problems facing the commission today than at any time in history. The problems at times seem almost insoluable. The commission, however, is composed of dedicated men, better qualified than any group I know, who will continue to apply their long years of experience, knowledge and ability to the solution of these problems. I am sure that solutions can be found and we are determined to find them."

Second to Go • The retiring chairman is the second member of the commission to resign under fire following testimony before the Legislative Oversight Subcommittee. Two years ago, Commissioner Richard A. Mack resigned and later was indicted and charged with conspiring with Miami attorney Thurman A. Whiteside to award ch. 10 Miami to National Airline. Their first trial ended in a hung jury, and they are awaiting a second trial (see story, page 81).

Last Wednesday morning, while the FCC was in its regular weekly session, Chairman Doerfer was at the White House conferring with the President. He first talked with the chief executive's aides and then asked for, and received, an audience with Mr. Eisenhower. At that meeting, he told the President that



FCC Room No. 7115 • It's the main entrance to the office of the chairman of the FCC. John C. Doerfer fought hard last week to keep it.

1600 Pennsylvania Ave. • Through this White House gate go kings, dictators, government officials, citizens. John Doerfer did too, intent on proving his Florida trip was innocent. But even a President's faith in his personal integrity could not help him now, and resignation was suggested.

HOW DOERFER'S HOPES DIED . . .

The resignation of FCC Chairman John C. Doerfer was announced six days, almost to the hour, after he had admitted to the House Oversight Subcommittee that he and his wife were taken to Florida and entertained by George B. Storer.

In that week the pressures built until he could no longer stand against them.

It was between 4 and 5 p.m. March 4, Friday, that Mr. Doerfer, under questioning by Rep. John Moss (D-Calif.), told the story of his Florida vacation (BROADCASTING, March 7). He admitted that he not only had been the guest of Mr. Storer aboard the yacht *Lazy Girl*, as newspapers had reported earlier that week, but that he and Mrs. Doerfer also had been flown to and from Miami in the Storer plane.

Over the weekend of March 5-6 there was a scattering of newspaper comment calling for his resignation (see box page 36). But on Monday, March 7, Mr. Doerfer told friends he was confident that the White House would regard his trip as he regarded it—a harmless social occasion of no political consequence.

On Tuesday, March 8, he learned that some members of the White House staff had taken a more serious view. The next morning he went to the executive headquarters in an effort to settle things. Receiving little assurance from the President's advisors, he asked to see the President himself.

What he wanted from the President was an endorsement. What he got amounted to an invitation to resign.

Interview With Eisenhower • Mr. Doerfer told the President he thought he was being subjected to unfair criticism by some elements of the press. There was no conflict of interest in his acceptance of Storer hospitality, he said.

He had asked to see the President, he explained to the Chief Executive, because he felt impelled to discuss with him the widespread publicity about the Florida vacation. As the President stated later in his letter accepting Mr. Doerfer's resignation, the President expressed faith in Mr Doerfer's personal integrity but said that under the circumstances Mr. Doerfer's decision to resign seemed wise.

The President and Mr. Doerfer agreed that Mr. Doerfer would write a statement to be sent to the White House the next day, Thursday. But he would resign. Both his formal letter of resignation and the President's acceptance were dated the next day. In his formal statement to the President, Mr. Doerfer said:

"I am resigning as a commissioner of the Federal Communications Commission and its chairman, effective at the close of business on March 14, 1960.

"The mandate from Congress which requires a commissioner 'to study new uses for radio and generally encourage the larger and more effective use thereof' requires day-to-day contact with many industry people. A number of these contacts eventually ripen into social acquaintances, and sometimes friendships, which, despite appearances, do not imperil the integrity of either the government official or the member of the industry.

"I have not, nor will I, waver from my views that the best solution to

9424 Locust Hill Rd. • From his home in Bethesda, Md., Mr. Doerfer made a futile attempt to delay White House action, hopeful that putting his case "before the people" on tv would save him. But a White House car pulled up—to get his resignation letter and take it to the President.

. . . DAY BY DAY

overnight Mr. Doerfer, advised by friends, decided to try to make a fight of it. He sought to delay White House action until Monday, March 14, hoping he could appear the day before on CBS-TV's *Face the Nation* or NBC-TV's *Meet the Press* to take his case to the public. As far as could be learned, he had not obtained clearance with either network.

On the morning of Thursday, March 10, Mr. Doerfer requested White House agreement to his plan. The request was denied. A White House car was sent to Mr. Doerfer's residence to pick up his letter of resignation.

Last Goodbye • At 4 p. m. Thursday Mr. Doerfer went to the FCC to advise a special meeting of department heads that he had resigned.

To his staff chiefs he read his letter of resignation and made a brief statement thanking them for their "help throughout the years."

"I am satisfied that through all of your efforts throughout the years this country enjoys one of the finest communications systems in the world," he said. "You can take a deep and genuine pride in this—in between barrages."

He asked FCC Commissioner Rosel Hyde to read Mr. Eisenhower's letter accepting the resignation. Before Mr. Hyde started reading, Mr. Doerfer left. The meeting took about 10 minutes.

At the same time James C. Hagerty, press secretary to the President, released the texts of the Doerfer-Eisenhower exchange and announced the appointment of Frederick Ford as new FCC chairman.

modern day government regulation of complex industry problems demands a thorough knowledge of that industry and actual contact with the members thereof. Nonetheless, to avoid possible embarrassment to you and your administration, I submit this resignation as of the date above indicated.

"It was indeed a privilege to serve under you these past seven years."

Mr. Doerfer did not mention the House investigative subcommittee, either in his letter to the President or in a statement to commissioners and key commission staffers Thursday afternoon when he told them of his resignation (see box, this page).

Ike's Reply • In accepting the resignation, President Eisenhower wrote Mr. Doerfer:

"I have your letter submitting your resignation as member and chairman of the Federal Communications Commission.

"I regret the circumstances which have led you to your conclusion but they do, in my opinion, indicate your decision to be a wise one. Your resignation is, accordingly, accepted effective, as you suggest, at the close of business on Monday, March 14.

"In the discharge of your duties as a member and then as chairman of the Federal Communications Commission you have served tirelessly, loyally, effectively—and with dedication. For your public service over many years at local, state and federal levels you have earned the appreciation of your fellow citizens and of the administration.

"I wish you every success in your future undertakings."

An Empty Seat • The 55-year-old chairman's resignation raised immediate speculation as to who would be appointed to the commission vacancy in this presidential election year. Already before the Senate for confirmation is the renomination of Commissioner Robert E. Lee, a Republican, and now the Democratic Senate will be asked to confirm a second Republican appointment to the FCC.

Because of the Senate debate on civil rights, practically all committee activity has come to a halt. Moreover, Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee which acts first on the nominations, has indicated that he will be in no great hurry to consider the Lee nomination since his current term does not expire until June 30.

Mr. Doerfer's successor would be appointed to fill the 15 months remaining in the outgoing chairman's unexpired term. While the new commissioner will be named to fill an existing vacancy, the Senate Commerce chairman has given no indication whether action on his confirmation will be expedited.

In announcing his resignation, Mr. Doerfer did not give any indication of future plans. A lawyer, he will be prohibited by the Communications Act from practicing before the commission for a period of one year. This prohibition applies only to commissioners who resign and not those who serve out their full term.

Now pending in the House is a bill (HR 2156) which would (1) ban any former federal employe from practicing before the agency he was employed by for two years and (2) prohibit former government officials from representing

any party on any matter "concerning which he had responsibility" while with a government agency.

Attorneys have interpreted the second provision as a lifetime ban excluding any former commissioner from appearing before the FCC on any application, rulemaking, etc, which was pending at the time he left the commission. This would be true, it was theorized, because a commissioner is charged with "responsibility" over every matter before the FCC.

During hearings two weeks ago by the House Judiciary Committee on HR 2156, FCC General Counsel John FitzGerald expressed the commission's opposition to these two provisions of the bill, introduced by Rep. Emanuel Celler (D-N.Y.), chairman of the House committee (BROADCASTING, Feb. 29).

First Ford Task • Somewhat ironically, the first official duty for new Chairman Ford will be to give the FCC's views tomorrow (Tuesday) on pending legislation dealing with the ethics of government officials and reforms at the commission. Chairman Oren Harris (D-Ark.) of the House Commerce Communications Subcommittee has summoned the commission as the first witness when his group begins hearings on several government reform bills. Mr. Harris is chairman not only of the Communications and Oversight Subcommittee but also of the parent Commerce Committee.

The principal measure under consideration is HR 4800, introduced by Rep. Harris following the 1958 investigations of the FCC and individual commissioners by the Oversight Subcommittee, also headed by Rep. Harris.

FORD: SOFT-SPOKEN BUT FIRM

A career government servant . . . a Republican who rose to a top FCC staff job under a Democratic administration . . . an FCC lawyer who carried the ball in two of the Commission's outstanding policy proceedings . . . a protege of Attorney General William P. Rogers . . . a commissioner who is 180 degrees apart from the regulatory views of departing FCC Chairman John C. Doerfer . . . that's Frederick W. Ford, the new FCC chairman.

The youthful-looking, 50-year-old West Virginian has, during his 30 months on the commission, made a name for himself in one of the touchiest fields of today's broadcasting arena. He is a firm believer in regulation, including the consideration of programming.

He's been the FCC commissioner responsible for discussions with the Office of Civilian & Defense Mobilization of possible exchange of television's uhf frequencies for some of the military's vhf frequencies to set out a broad, contiguous band of vhf for television.

Although this examination is officially still underway, latest reports indicate that chances are dim for the hoped-for swap.

Mr. Ford is also considered the architect of the Commission's present interim tv allocations plan—the dropping in of vhf channels in major markets where there are fewer than three vhf channels, at less than the required minimum mileage separations.

Program Policy • The new chairman's position on regulation including programming consideration, was first made public last year. Speaking to the West Virginia Broadcasters Assn., Mr. Ford said that the FCC owed it to broadcasters to codify in some fashion its policies on programming.

"It's been my view for a long time," he said, "that it is highly unfair for the Commission to lie in ambush, so to speak, while practices are developing which violate its concept of the public interest, convenience and necessity, and then make an example of an uninformed broadcaster.

"I believe, rather, it is generally our duty to inform the public through appropriate orders or reports of the criteria we expect to apply in advance of action against an individual broadcaster."

Mr. Ford suggested that the FCC institute an "investigatory" proceeding on programming on a community basis, the purpose of which would be to determine the best way for the Commission "to carry out its responsibility under the law for the consideration of programming and determining that an applicant will serve the public interest, convenience and necessity."

Strong for Regulation • FCC's new Chairman Ford doesn't think it fair to "lie in ambush" while bad practices develop. FCC must set forth its rules, and policies in advance, he feels.

Out of such a hearing, Mr. Ford explained, "I would hope there would develop a reasonably well defined policy where the greatest freedom would be assured the broadcaster in programming his station and at the same time the Commission would perform its function of protecting the public interest, convenience and necessity with the minimum of interference to that freedom."

Narrative Reports • He also expressed the idea that the broadcaster tell the Commission in narrative form what the needs of the community are and how those needs have been met by the licensee.

"So far as I know," Commissioner Ford stated, "no one at the Commission has the slightest desire to tell any broadcaster that he should or should not broadcast any particular program. It has been my observation that we all feel strongly that he should make an accounting to the Commission under the law for his stewardship of the public property committed to his care."

He belittled the common argument that the broadcaster gives the public what it wants and if the public doesn't like it he can turn the set off. Suppose, he asked, a station which was the only one in its community played five records continuously. The public interest would not be served, Mr. Ford declared, and the turn off process would be useless.

"If, as a matter of principle, the Commission is powerless to take action in such a case it is reduced to impotence in preventing the public property from being used to abuse the public by monopolizing its receivers with monotony."

Censorship Interpretation • To those who argue that the no-censorship provisions of Sec. 326 of the Communications Act prohibits the FCC from considering programming, Mr. Ford has this reply:

"To call this function [consideration of programming] censorship would be to give Sec. 326 an overriding dominance which would disregard the statutory scheme."

His concluding remarks might well be pasted in the hats of all broadcasters in the light of his elevation to the FCC chairmanship:

"No broadcaster should ever feel that he is in a strait jacket of any kind nor that his programming flexibility is fettered or his imagination is circumscribed. He should take seriously the

It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be any ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars.

ABC Radio Network

ABC ADVERTISERS AND PRODUCTS IN 1959 AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBROCRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE • MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDSMOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS

burden and trust that Congress has placed in him that he will properly exercise his privilege to serve all the public in his service area. How he is to do this is his problem, but that he must do it the law demands."

This attitude was evident during the FCC proceedings on programming which concluded early this year. During questioning of witnesses, Mr. Ford consistently approached the question from this point of view.

When Attorney General Rogers' report on the rigged quiz scandals was issued on Dec. 30, 1959, Mr. Ford hailed it as resolving the question of FCC authority in this field. Mr. Rogers maintained that the FCC does have the power to consider program content.

Mr. Ford's attitude toward another regulatory area has also been made quite clear. This is the question of the transfers of stations. During the FCC hearings on the network study report, Mr. Ford implied at various times that he favored some sort of hearing when broadcast stations are sold. At one point he asked how the industry could justify the extensive hearings in contested application cases for initial grants, but be barred from a similar proceeding when a station was transferred to new ownership.

Career Man • The genial and soft-spoken Frederick Wayne Ford was appointed to the FCC in 1957. He replaced the retiring FCC Chairman George C. McConnaughey for a full, seven-year term that expires June 30, 1964. It was at that time, also, that President Eisenhower named Commissioner John C. Doerfer as chairman.

Mr. Ford's appointment then was hailed as merit recognition. Mr. Ford had been an FCC attorney from 1947 to 1953. He was chief of the Broadcast Bureau's Hearing Division when he left the FCC in 1953 for the Justice Dept.

It was during these years that he was chief FCC counsel in two of its biggest and most delicate hearing cases. One was the G.A. Richards case and the other was the ABC-United Paramount Theatres merger. The three-year-long Richards case involved charges of biased news broadcasts and was closed with the death of Mr. Richards in 1951. In the 18-month ABC-UPT case, the Commission decided a major policy—that previous antitrust violations did not automatically debar an applicant from receiving a broadcast license.

He joined the Dept. of Justice in 1953 as first assistant to J. Lee Rankin, then assistant attorney general in charge of the Office of Legal Counsel. In January 1959, Mr. Ford was named assistant deputy attorney general, serving directly under Attorney General Rogers. He worked mainly in the field of congressional liaison.

Ford's Schooling • Mr. Ford was born in 1909 in Bluefield, W.Va., the son of the state superintendent of schools. He received his A.B. in 1931 and his LL.B. in 1934, both from West Virginia U. He was associated with the Clarksburg, W.Va., law firm of Stathers & Crantrall for five years.

He joined the Federal Security Administration in Washington in 1939 in the general counsel's office. He specialized in old age and survivor's insurance. He went to the Office of Price Administration in 1942 but left in September of that year for the U.S. Army Air Force. He served as chief of enlisted personnel in Montgomery, Ala., and Fort Worth, Tex. He was discharged as a major and returned to OPA. In 1947 he joined the FCC.

Mr. Ford married Miss Mary Margaret Mahony last October. Mr. Ford's first wife died in 1958. He has a 14-year old daughter, Mary Carter. They live in Alexandria, Va.

His one consuming hobby, which has both a practical and an esthetic value, is the restoration of early Colonial homes. He works at it himself and with more experienced craftsmen. He restored his first home many years ago, and at the present time he is restoring his second, of 1790 vintage. This interest in Colonial architecture includes membership in the Alexandria Assn. (an historical society), of which he was president for three years, and the Alexandria Old Town Civic Assn. He also is an active member of the Alexandria Little Theatre and a vestryman of historic Christ Church in Alexandria.

He is a member of Sigma Chi social fraternity, Phi Delta Phi legal fraternity, and Scabbard & Blade (the ROTC honor society). He was a member of the editorial staff of the West Virginia Law Review. He is a member of the American Law Institute, the West Virginia Bar, the Federal Bar and the American Bar Associations.

DOERFER: TARGET FOR TROUBLE

John C. Doerfer had a stormy career as chairman of the FCC.

In the first major hearings held by the Legislative Oversight Subcommittee after its formation more than two years ago, Mr. Doerfer was the first big target.

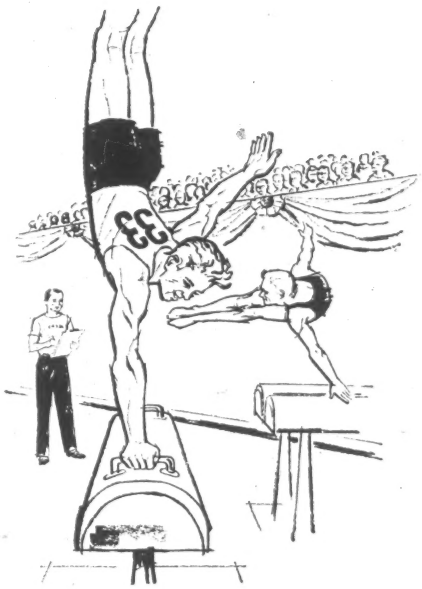
Under questioning by Bernard Schwartz, then the subcommittee's special counsel, Mr. Doerfer testified he had made speeches, including some for pay, at broadcaster conventions; had taken, but later returned, travel expenses from KWTV (TV) Oklahoma City on a trip the government had paid for; and had been the guest of George B. Storer on a Miami trip to inspect uhf reception. He defended all these on the grounds that a commissioner must observe the broadcasting industry at first-hand so he can make wise policy decisions.

Mr. Schwartz was fired by the subcommittee, and the investigation then turned to FCC Commissioner Richard Mack who was forced to quit and later was indicted.

When the same subcommittee questioned him last March 4 about his recent trip to Miami as a guest of Mr. Storer, Mr. Doerfer asserted the same defense.

"I don't think a commissioner should be a second-class citizen," he said. "I

. . . Shake, come out fighting • John Doerfer (l) and Rep. Oren Harris (D-Ark.) sparred verbally in many arenas, but Mr. Doerfer eventually lost.



You can't cut the rich top layer of the marketing cake for yourself without

GOOD OLD 33

THE DAYTON MARKET

And GOOD OLD 33, filling out the top third of the nation's lushest markets, is easy to have and to hold with WHIO-TV and/or WHIO. How else with GOOD OLD STATION #1 IN GOOD OLD MARKET #33!

The small print shows this month's reason why, and figure-happy George P. Hollingbery has all the others. For you!

One of America's Great Area Stations

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

You Can't Skip

GOOD OLD 33 THE DAYTON MARKET

***33rd** in Population Nationally 650,400*
***3rd** in Population in Ohio*
*with **$7,268** to spend per household*

WHIO-TV
CBS
Channel **7**
Dayton Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

The Doerfer case in newspaper, radio editorials

A sampling of 60 daily newspapers out of the nation's press last week showed that one out of every four editorialized about the March 4 testimony of FCC Chairman John C. Doerfer before the Legislative Oversight Subcommittee. All that editorialized were critical and the majority called for his removal.

WTOP Washington, however, in an air editorial March 7 said that although Mr. Doerfer erred in yachting with Mr. Storer, the FCC chairman's record in recent months "deserves more praise than blame." WTOP said Mr. Doerfer "has been one of the few in a position of high authority to stand firm against those who argue that the best way to curb broadcasting's ills is to impose much broader federal regulation. He has warned that such regulation would be self-defeating and that the most effective means for the industry to better its performance is by self-improvement and response to public criticism."

Typical of newspaper comment was the March 6 "Payola at the Summit" editorial of the *Washington Post and Times-Herald*, whose broadcast division operates WTOP. The newspaper concluded: "One may sympathize with Mr. Doerfer's good intentions, but the best that can be said of his acumen is that if he doesn't know any better he doesn't belong in the chairmanship of a commission which has the responsibility of regulating an industry which has shown altogether too many ethical lapses."

Columnist Roscoe Drummond, who is syndicated by the *New York Herald-Tribune*, on March 9 felt "the case against Mr. Doerfer's conduct —or misconduct—as FCC chairman goes beyond the improprieties. Attorney General William Rogers has already told the President, in effect, that the inaction of the FCC has contributed to the 'mess in television,' that the FCC had power to clean up the scandals and failed to do it."

Eisenhower's Headache • Mr. Drummond wrote that the next move was up to the President "because his appointee as FCC chairman has let him down."

The columnist contended Mr. Eisenhower "must share the blame for Mr. Doerfer's conduct as long as Mr. Doerfer remains in office."

The *New York Herald-Tribune*, also on March 9, ran a three-column editorial headed "Mr. Doerfer should resign" and asserted that his admissions before the Harris subcommittee "indicate that he is lacking in the moral perception required by his office."

The *Hartford Courant* on March 7 concluded, "It seems pretty evident that so long as Mr. Doerfer heads the FCC, not much is going to happen to force television to clean house."

If Mr. Doerfer's conscience is really clear and he was quoted correctly, the *Salt Lake Tribune* said March 6, "then his sense of ethics is dulled to the extent that he is hardly qualified for the office he holds. He would do well to step out and make way for the appointment of a man with the required understanding and stature."

The *Toledo Blade* on March 7 felt it was "bad enough" that Mr. Doerfer admitted accepting social favors from George Storer, "but that Mr. Doerfer professes to see nothing wrong in this cozy arrangement . . . raises a serious question as to Mr. Doerfer's qualifications to be a member of the FCC, let alone its chairman."

think I am entitled to select my social acquaintances."

FCC Service • Mr. Doerfer, an Eisenhower appointee, joined the commission April 15, 1953, to fill the remaining 14½ months of the term of former Commissioner Robert F. Jones, resigned. He was re-appointed for a full-seven-year term beginning June 1954. President Eisenhower made Commissioner Doerfer chairman of the FCC July 1, 1957, replacing George C. McConnaughey.

The Wisconsin Republican had gained favorable comment as chairman of the Wisconsin Public Service Commission, a post he vacated to join the FCC. A cum laude graduate of the Marquette U. Law School, Mr. Doerfer also served three terms as city attorney of West Allis, Wis., a suburb of Milwaukee.

As chairman of the commission, Mr. Doerfer was outspoken in championing the broadcasting cause for self-regulation. He has repeatedly warned against the concept of government regulation and questioned closely—at times almost antagonistically — government control proponents during the recent FCC programming hearings.

It was Chairman Doerfer who sold the networks on the idea of alternating public service programming on a regular basis during prime time. He has staunchly maintained that the commission has no jurisdiction in the programming field. On the other hand, Mr. Doerfer entered vigorous dissents to station sales on the ground the buyers featured too many commercials on their other stations.

One of Mr. Doerfer's most recent proposals recommended that the NAB should adopt a seal of approval of programs and commercials (BROADCASTING, Feb. 8). Mr. Doerfer openly urged repeal of Sec. 315 of the Communications Act, requiring stations to give equal time to all political candidates.

He has worked long and hard for the means and methods to cut down the commission's backlog and has been an outspoken critic of "due process" forced on the agency. In this regard, he has recommended to Congress that the legislative separation of commissioners from the FCC staff be repealed.

Mr. Doerfer never gave up hope that additional vhf tv space can be obtained from the government and has been against proposals to shift all tv to uhf on the grounds the public would suffer through loss of service and poorer reception.

The chairman's resignation came just three weeks before he was scheduled to play a leading role, topped by a major address, in the NAB convention to be held April 3-6 in Chicago.

Lawmakers approve Doerfer's action

Capitol Hill reactions to the resignation:

Rep. Oren Harris (D-Ark.), chairman of the House Legislative Oversight Subcommittee: Said he is "not surprised. I think under the circumstances it was a wise decision and in the best interests."

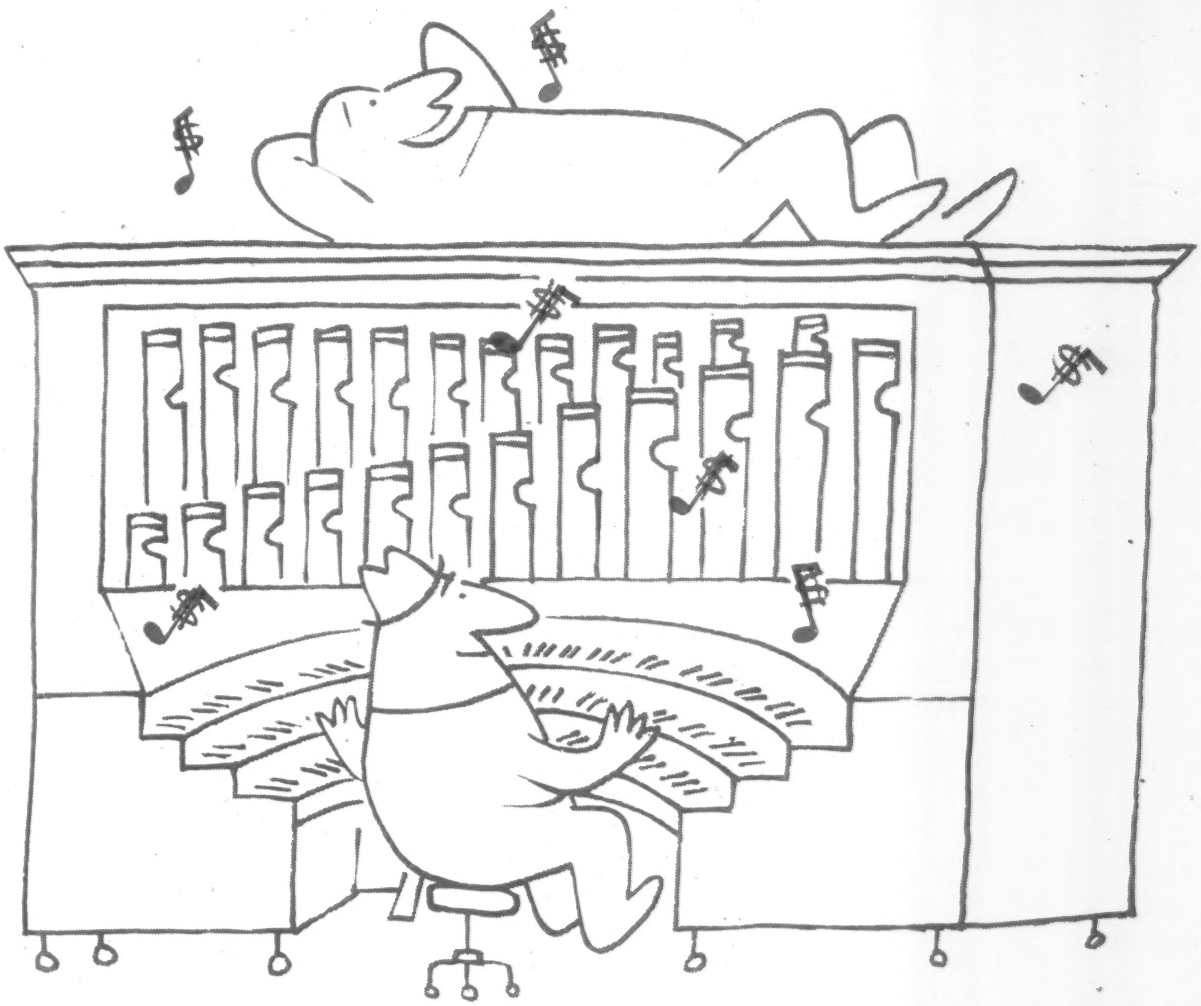
Rep. Peter Mack (D-Ill.), Oversight member: "Doerfer's action in accepting hospitality from a broadcaster reflected on the President because it was the President who appointed him." He termed Mr. Doerfer's conduct as "not expected of one in high authority."

Rep. Walter Rogers (D-Tex.), Oversight member: ". . . I think it is very well things have taken this turn. It will help to keep the faith of the American people in their government institutions and in the proper investigation of these matters."

Rep. John Flynt (D-Ga.), Oversight member: "I'm not at all surprised."

Rep. John B. Bennett (R-Mich.), rank-

Another thinly disguised WJR success story



"WON'T YOU PLAY A MONEY MELODY"

Strike the right chord for the right audience and you've got sales music.

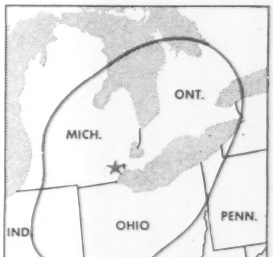
Listen to the story of a retailer of home electric organs who was introducing a new model. The price of this organ restricted the market to a very distinctive group. He placed a 2-week announcement schedule on WJR.

On the day of the first commercial, a customer dropped in and asked to see the organ he had just heard about on his car radio. He bought. In fact, sales were slightly overwhelming throughout the advertising campaign.

This points up one of the basic philosophies at WJR. We program for minority groups as much as for general interest groups. Instead of day-in, day-out radio of the same type for the same daily audience, we broadcast something different for different audiences . . . for farmers, for housewives, for lovers of classical music, for people who listen for entertainment, for people who want to learn, not just listen.

We call it complete-range programming . . . programming with something for everyone. With it we serve our total audience, not just one part over and over again.

What's your line? Aluminum? Potato chips? Bearings? Insurance? Organs? Whom do you want to reach? Industry buyers? Homemakers? Sports fans? Everybody? The place to make sweet music in the Great Lakes area is WJR. Work out the details with your Henry I. Christal rep, then sit back and listen to the cash register sing.



WJR's primary coverage area —over 17,000,000 people

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

ing Oversight Republican: Said he feels Mr. Doerfer's trips on Mr. Storer's yacht and plane were "indiscreet and come in an area of questionable propriety."

Rep. John Moss (D-Calif.), Oversight member: Said Mr. Doerfer had been guilty "at the very least of bad judgment." He said the FCC chairman had shown "a reluctance to grapple with the problems of the industry. He seemed to be far more concerned with the industry's interest than with the public's."

Both Reps. Harris and Moss praised the appointment of Commissioner Ford as chairman.

Sen. William Proxmire (D-Wis.) commended the President for accepting Mr. Doerfer's resignation and suggested the appointment of Civil Aeronautics Board Chairman James Durfee to the U.S. Court of Claims be withdrawn. Sen. Proxmire earlier in the week criticized Mr. Durfee's appointment now pending Senate confirmation, on grounds the CAB chairman accepted hospitality from airlines under circumstances more serious than those involving Mr. Doerfer's trip to Florida under the auspices of George Storer.

BROADCAST ADVERTISING

FOODS TOP NETWORK GROSS BILLING

Toiletries also help to bring network total to $627.3 million

Foods and toiletries advertisers were responsible for nearly one-third of the $627.3 million gross billing in network tv last year. The two advertiser categories of foods and food products and of toiletries and toilet goods spent a combined $215.4 million plus for network gross time purchases.

Foods advertisers spent the most ($113,099,511) and toiletries advertisers put in $102.3 million. Final network gross time figures by product classifications were released last week by Television Bureau of Advertising with completion of fourth quarter statistics. The computations showed foods advertisers with more than $30.5 million and toiletries at the $26.2 million level in the fourth quarter.

Third top category in 1959 was in smoking materials, tobacco advertisers buying over $75 million worth of network time at the one-time rate. Just behind the smoking category came drugs and remedies advertisers at $74.95 million.

The four categories combined racked up a total billing at the $365.3 million level, or more than half of the total gross in network television. Each of these key categories—as well as soaps and household equipment—showed an increase in gross billing over 1958. Automobile advertising, however, was down nearly $6 million.

Political broadcasting will, of course, take a big leap this election year. The $274,290 totaled by the politicians in 1958, would probably not pay for a single network broadcast.

Compilations of network billing are made by Leading National Advertisers and Broadcast Advertiser Reports.

EXPENDITURES OF NETWORK TV CLIENTS BY PRODUCT CLASSIFICATION

	December 1959	4th Quarter 1959	Jan.-Dec. 1959	Jan.-Dec. 1958
Agriculture & farming	$ 155,690	$ 506,390	$ 1,809,137	$ 63,454
Apparel, footwear & accessories	916,625	3,470,995	7,221,250	5,408,809
Automotive, automotive accessories & equipment	3,873,514	14,261,411	46,709,247	52,500,296
Beer, wine	652,343	1,985,288	6,715,256	6,288,987
Building materials, equipment & fixtures	359,514	1,224,716	3,380,407	2,395,117
Confectionery & soft drinks	1,828,316	4,458,241	12,982,938	9,324,276
Consumer services	365,381	1,223,732	3,441,788	2,777,321
Drugs & remedies	7,558,317	22,644,325	74,950,528	58,043,625
Entertainment & amusement	....	12,408	383,278	249,989
Food & food products	10,297,393	30,511,028	113,099,511	109,205,706
Freight, industrial & agricultural development	56,680	169,220	404,807	....
Gasoline, lubricants & other fuels	1,371,556	3,860,900	9,830,669	3,132,351
Horticulture	....	....	249,608	1,007,774
Household equipment & supplies	2,318,834	7,272,776	30,112,185	23,544,658
Household furnishings	378,533	1,300,040	4,025,729	3,465,904
Industrial materials	2,188,595	5,632,342	20,980,307	17,879,698
Insurance	715,694	2,859,732	10,270,755	6,944,696
Jewelry, optical goods & cameras	2,338,242	5,654,416	13,966,553	12,971,333
Office equipment, stationery & writing supplies	683,756	1,699,282	4,615,765	6,751,311
Political	....	....	....	274,290
Publishing & media	21,332	21,332	26,593	848,841
Radio, tv sets, phonographs, musical instruments, accessories	371,410	1,596,893	5,373,926	8,515,340
Smoking materials	6,416,374	18,544,357	75,009,215	62,092,208
Soaps, cleansers & polishes	5,595,119	16,969,676	67,140,302	61,475,688
Sporting goods & toys	337,742	1,421,670	2,999,564	1,762,906
Toiletries & toilet goods	9,072,632	26,297,667	102,311,526	98,921,152
Travel hotels & resorts	58,326	355,203	1,125,861	2,590,983
Miscellaneous	737,551	2,073,762	8,174,825	8,153,688
TOTAL	$58,669,469	$176,027,802	$627,311,530	$566,590,401

LNA-BAR: Gross Time Costs Only

Robert Hall gets set

Robert Hall Clothes will lead off its parade of Easter season advertising with radio promotions of 13 new store openings in March. The firm will open up with the "most extensive radio and tv advertising schedules in history," according to an announcement by the advertiser's agency, Arkwright Adv. Co., New York.

The Robert Hall spring fashion campaign, which will peak through Easter and continue with saturation schedules through June, will be on 316 radio and tv schedules in 160 markets, the agency said.

Called America's largest family

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 3-9 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thurs., March 3	Untouchables (9:30 p.m.)	ABC-TV	42.4
Fri., March 4	Twilight Zone (10 p.m.)	CBS-TV	26.9
Sat., March 5	Gunsmoke (10 p.m.)	CBS-TV	27.4
Sun., March 6	Ed Sullivan (8 p. m.	CBS-TV	24.7
Mon., March 7	Danny Thomas (9 p.m.)	CBS-TV	25.7
Tue., March 8	Red Skelton (9:30 p.m.)	CBS-TV	25.6
Wed., March 9	Wagon Train (7:30 p.m.)	NBC-TV	31.2

Copyright 1960 American Research Bureau

The everlasting importance of playing first fiddle

There are fashions and fads and trends in advertising. ∽ The advertiser who starts one, has something very much his own. ∽ But he who imitates sometimes reminds the buying public of the advertiser who did it in the first place! ∽ It is an *idea* which sells the product. ∽ An original, more than a copy. ∽ People *buy* ideas.

YOUNG & RUBICAM, Advertising

ONE STATION STANDS OUT in the SPRINGFIELD MASSACHUSETTS Metropolitan Market

WSPR

Among 7 stations with studios in the Springfield area, WSPR has as great a share of the daytime listening audience as the other 6 stations combined — and keeps on getting more!

(Dec. '59 – Jan. '60 Hooper)

Get All the Facts

Call Hollingbery or Kettell-Carter for rates and availabilities

WSPR

1000 WATTS 1270 KC
SPRINGFIELD, MASSACHUSETTS

clothing chain, with 314 outlets across the country, Robert Hall expands further this month with simultaneous openings of four new stores in one day in the Minneapolis-St. Paul market. Other March openings include Lincoln, Neb.; Springfield, Mo.; Burlington, Vt.; Benton Harbor, Mich.; Lexington, Ky.; Independence, Mo.; Norfolk, Va.; Wichita, Kan., and Montgomery, Ala.

Bulova time signals to start April 1

The Bulova Watch Co., Flushing, N.Y., is coming back to spot radio with a campaign of 10-second time signals set to break April 1. It's learned that Bulova through McCann-Erickson has completed its spot radio plans and budgeted more than $1 million for a six months run.

Word of the Bulova re-entry first broke more than a month ago as the advertiser began sounding out station representatives in New York on various possible buying arrangements covering frequency and tonnage (BROADCASTING, Feb. 1).

It's been decided apparently that Bulova will use a variation of its historic time signal announcement which at one time had made the expression, "Bulova watch time," familiar to radio audiences everywhere. The campaign reportedly will concentrate on the top 50 markets of the country using two or three stations in each market. As many as 50 IDs each week in each of the markets appear to be in the Bulova plan.

Bulova has not been in spot radio for some years. The advertiser vacated its time signal franchises and moved into television (network and spot) as the visual medium expanded. Tv still will play a major role in Bulova's broadcast advertising.

• Business briefly

Time sales

American Airlines' sports buy • Young & Rubicam's $6 million American Airlines account dipped its feet in the programming end of spot tv a fortnight ago—with a nightly midwest sports broadcast. Heretofore a heavy user of announcements, besides being active in network and spot radio, the

Tv sells loans

In this television era, there are apparently many dissenters from Shakespeare's dictum: "Neither a borrower nor a lender be." Thorp Finance Corp., Thorp, Wis., is pleased to lend money. And thousands of residents in Wisconsin and Minnesota evidently are delighted to borrow from Thorp, a substantial television advertiser.

MR. HAYSSEN

Since 1956, Thorp has allocated the lion's share of its advertising budget to tv. And the borrowers are flocking to its doors. In the past three-and-a-half-years, largely through tv's selling impact. Thorp has opened eight new offices in Wisconsin and Minnesota, raising its total to 64 in its bi-state business area.

R. Goeres Hayssen, the company's director of advertising, cites two dramatic examples of tv's pulling power. Six months ago, Thorp offered shares of its stock to Wisconsin residents. Within a week the issue was oversubscribed. Mr. Hayssen contends that tv had "so impressed viewers with the Thorp name" that they rushed to buy company stock. In June 1958, Klau-Van Pietersom-Dunlap, Milwaukee, the company's agency, sent questionnaires to almost 2,000 past and current borrowers, seeking to establish the advertising factor that triggered their decision to do business with Thorp. The results, according to Mr. Hayssen, showed clearly that tv had been the most influential medium.

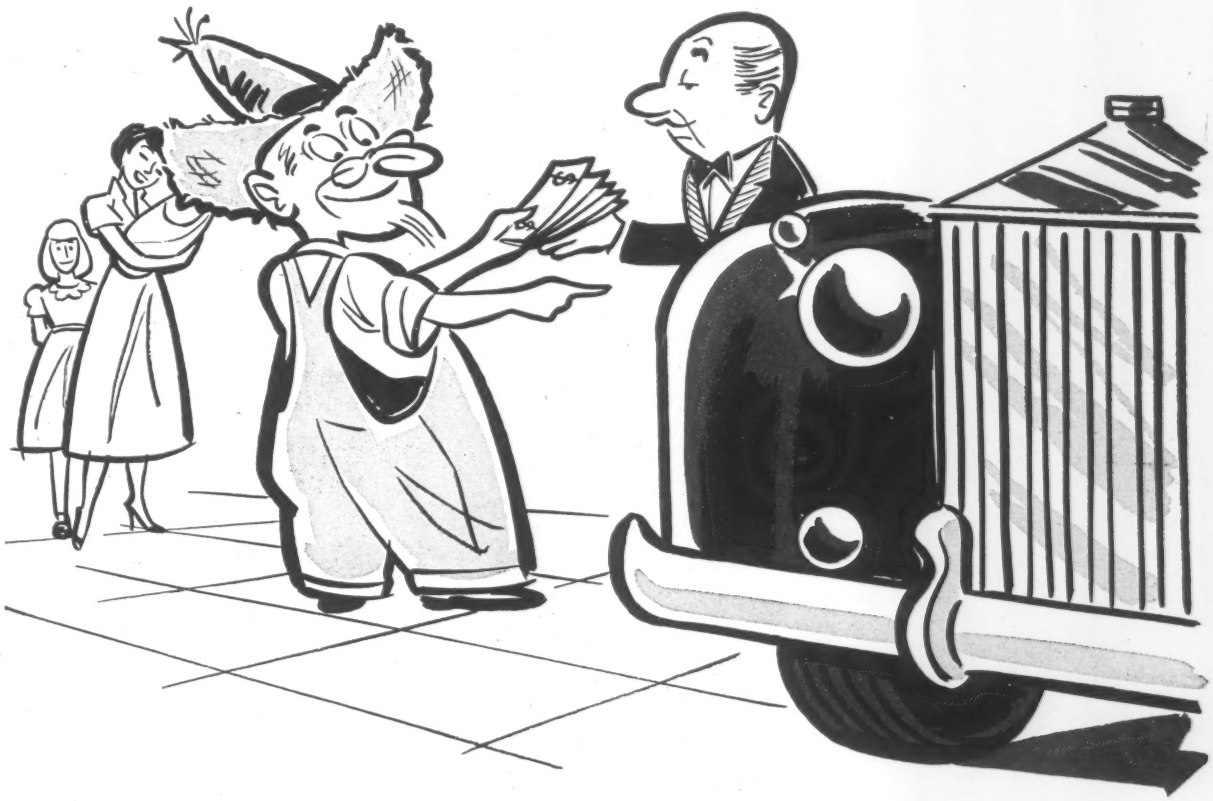
Thorp allocates about $175,000 annually for the broadcast media ($165,000 for tv and $20,000 for spot radio). It is sponsor of *Lockup* (Ziv) over WISN-TV Milwaukee, WFRV-TV Green Bay, WISC-TV Madison, WKBT-TV La Crosse and WEAI-TV Eau Claire. The radio schedule is spread over 20 stations.

Thorp uses live commercials to advance its objectives of stabilizing year-around borrowing with debt-consolidation and increasing individual sum loans and seasonal loans. The success of Thorp in the finance field is indisputable. It is regarded as the largest Wisconsin-owned company of its type with capital of more than $27 million. Assets are more than $82 million and 1959 earnings were approximately $1.25 million.

Effective advertising is a significant factor in the highly competitive finance business. Mr. Hayssen explains Thorp's advertising strategy this way:

"Tv is our primary medium. We rely on it for broad coverage, impact, prestige and the opportunity for sponsor identification."

Now FARGO is No. 1 in the U.S.A., for retail sales per family!



We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

FAST WITH A BUCK!

Sergeant Bilko is a born money-maker. . .especially for his sponsors. His world-famous series, "The Phil Silvers Show," is the top comedy show in all syndication. Causing audience stampedes in New York (23.7 rating), Louisville (25.3 rating), Erie (44.8 rating), Lansing (27.7 rating), Pittsburgh (21.6 rating), South Bend (28.1 rating), Portland (23.8 rating), San Diego (21.1 rating). In fact, everywhere he's seen, Bilko is getting five-star ratings!

No wonder v.i.p. advertisers – Carling, American Stores, Ronzoni, New York Telephone, Brylcreem, Fairway Food Stores (to mention a few) – are flocking to put their money (more than $2 million to date!) on television's top-rated topkick.

Want a fast return on your advertising dollar? Just pass the buck to Bilko.

Offices located in New York, Chicago, Los Angeles, Detroit, Boston, Dallas, St. Louis, San Francisco and Atlanta. In Canada: S.W. Caldwell, Ltd., Toronto.

CBS FILMS ©

"...the best film programs for all stations"

Source: Latest Nielsens

A $70 MILLION GRAND SLAM

Radio and tv coverage of major league baseball in 1960, spurred by its ever-present line of sponsors, glittering extras and the anxiously-awaited debut of wide range colorcasting should boost the overall tab to a solid $70 million, an all-time high, according to BROADCASTING's annual survey.

Tv coverage, impaired by bans in three tempting markets —Los Angeles, San Francisco and Milwaukee—still figures to increase slightly with networks expanding high, wide and handsome to neighboring areas.

Limitations imposed by the Dodgers and Giants stem from clubowners, Walter O'Malley and Horace Stoneham, respectively, who have kept an eye to the day when wire toll tv might become an actuality.

Heavy With Color • New, is the full-scale color move of WGN-TV Chicago and WLWT (TV) Cincinnati. WGN-TV leads off strongly with colorcasts of the Cubs' entire 77 home game (all daytime) schedule and counters with 43 colorcasts of all White Sox home day games. WLWT plans some nighttime colorcasting of Redleg games.

Both CBS-TV and NBC-TV are negotiating *Game of the Week* contracts which are said to be far in excess of 1959 figures that set a financial record up to that time. And Mutual will broadcast 130 games with an overall package cost estimated at approximately $750,000. Weekend games are available for national sponsorship—which will be announced shortly—while weekday contests are offered for local co-op sale.

Hamm's Many Buys • As usual, beer and tobacco sponsors cling to the bigger sponsoring positions with oil companies a shade behind. Biggest new advertiser is Hamm's Beer through Campbell-Mithun which will pick up the entire radio-tv tab of the Baltimore Orioles, plus one third each of the White Sox and Cub games. In all, 15 teams will be sponsored, all or in part, by breweries, with Los Angeles the only exception.

Below are the major leagues' lineups as of last Friday.

American League

WHITE SOX: WGN-TV Chicago will colorcast all 43 daytime home games of the American League champions and will telecast in black and white some away games. WCFL, that city, expanding its network to 60 stations in 12 states, will broadcast all White Sox games for the 10th straight year. Four sponsors (25% each) for radio are General Tire & Rubber Co. and Anheuser-Busch, both through D'Arcy Adv., General Cigar Co. (White Owls) through Young & Rubicam and General Finance Co. through Gordon Best Co. Package cost reportedly is $580,000. Tv sponsors, same as Cubs games, are Theodore Hamm Brewing Co. through Campbell-Mithun, Minneapolis, and Oklahoma Oil Co. through Needham, Louis & Brorby, Chicago. No figures are available.

INDIANS: WERE-AM-FM Cleveland will originate broadcasts of complete schedule over a 35-city network. WEWS-TV, that city, will televise 56 games, one more than in 1959. Most tv games will be weekends and nights. Sponsorship is shared by Carling Brewing Co. through Lang, Fisher & Stashower, Cleveland, Standard Oil of Ohio (Sohio fuel) through McCann-Erickson and Central National Bank through Fuller & Smith & Ross. This is second of two-year contract on both radio and tv.

YANKEES: Though not completely "official" yet, telecast plans for New York reportedly will follow last year's pattern with 125 games to be carried by WPIX (TV), that city, and a limited number to be fed on weekends to three or four tv stations in nearby areas. WMGM will air complete 154 game schedule. R.J. Reynolds Tobacco Co. and P. Ballantine & Son, both through Wm. Esty Co., will share sponsorship. In addition, a regional 40 station radio network, sponsored by Ballantine and the Atlantic Refining Co., both through N.W. Ayer & Son, will broadcast games in upstate New York and parts of Pennsylvania. Total estimated cost has been set at roughly $1 million.

ORIOLES: WJZ-TV Baltimore will telecast 47 games (including one exhibition), 11 home and 36 road contests, with WBAL, that city, broadcasting the entire schedule. Hamm Brewing Co., through Campbell-Mithun, Baltimore, picks up the entire tab for both radio and tv.

TIGERS: Stroh Brewery Co. (a newcomer replacing Goebel Brewing Co.) and Speedway Petroleum Corp. will split the tab for Tigers baseball on a 50-station regional network and an eight-station tv hookup. Agencies are Zimmer, Keller & Calvert for Stroh and Doner Co. for Speedway. WKMH Dearborn will serve as originating outlet for the radio network which includes WWJ (afternoon games) and WJR (evening contests), both Detroit. The regional network covers all of Michigan and also Fort Wayne, Ind., and Toledo, Ohio. WJBK-TV will televise 42 games (12 night home and Saturday home each, plus nine Saturday and Sunday road games each).

RED SOX: The complete Boston schedule will be carried on WHDH Boston, 55 to be telecast by WHDH-TV. Radio coverage will include about 40 stations throughout New England with tv coverage being fed to five other stations (WPRO-TV Providence, R.I., WTIC-TV Hartford, Conn., WMTW-TV Poland Spring, WABI-TV Bangor and WAGM-TV Presque Isle, all Maine. Tv, sponsors will be Narragansett Brewing Co. through Cunningham & Walsh (⅓); Atlantic Refining through N.W. Ayer (⅙); R.J. Reynolds through Wm. Esty Co. (⅙) and Ford Dealers of New England, through J. Walter Thompson (⅓). On radio, one-third sponsorship will be shared by Narragansett, Atlantic Refining and Ford Dealers of New England. Rights to the games, owned by Narragansett (⅓) and WHDH-AM-TV (⅔), are estimated at $500,000. NBC-TV and CBS-TV each have scheduled 50 Saturday and Sunday games for broadcast throughout the season but sponsorship information has not been announced at this time.

ATHLETICS: WDAF Kansas City and six state radio networks again will broadcast complete schedule with WDAF-TV telecasting some away games to be announced next month. Joseph Schlitz Brewing Co. through Majestic Adv., Milwaukee, Skelly Oil through Bruce B. Brewer Co. and a third client still to be announced will share sponsorship.

SENATORS: WTOP Washington will broadcast the entire schedule with WTOP-TV increasing its telecast schedule of 1959 from 13 to 24 games (all on weekends with exception of Memorial Day doubleheader). National Brewing Co. through Doner Co. and two others to be announced will share sponsorship on radio. Sponsors on tv will be Colgate-Palmolive-Peet (Wildroot cream oil) through Ted Bates, General Cigar Co. (Robert Burns) through Young & Rubicam, General Mills (Wheaties) through Knox Reeves and two others to be announced.

National League

DODGERS: KFI Los Angeles will carry the complete regular season and exhibition schedule over 19 station network with KTTV (TV), that city, telecasting 11 games from San Francisco. Co-sponsors are Union Oil Co. through Young & Rubicam, Los Angeles, and American Tobacco Co. through Lawrence C. Gumbinner Adv., N.Y. Overall broadcast tab is said to be about $2 million, which includes 11 telecasts (presented by Dodgers as public service programming because of agreement which prohibits home game telecasting).

BRAVES: WEMP Milwaukee again will be the originating outlet for all broadcasts on a 50-plus regional network in parts of Wisconsin, Michigan, Iowa and Minnesota, which also includes WTMJ and, for first time, WMIL-FM, both Milwaukee. There will be no television. Miller Brewing Co. through Mathisson & Assoc., and Clark Oil & Refining Co., through Tatham-Laird again will pick up sponsorship, with American Tobacco Co. (Tareyton cigarettes), through Lawrence C. Gumbinner Adv., replacing P. Lorillard & Co. (Kent cigarettes) as the third sponsor. They are buying the complete regional network. Miller held exclusive rights 1953-55, subcontracted half in 1956-57 and threw it open to two other advertisers in 1958—the start of a second new five-year pact. Mathisson handles details of the baseball package.

GIANTS: KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. (50%) through Dancer-Fitzgerald-Sample, N.Y., J.A. Folger Co. (coffee) (25%) through Fletcher Richards, Calkins & Holden, San Francisco and American Tobacco (Tareyton cigarettes) (25%) through Lawrence C. Gumbinner Adv., N.Y., picking up the tab. Estimated cost listed at more than $1 million.

PIRATES: KDKA Pittsburgh will carry entire schedule with KDKA-TV telecasting about 30 away games, all Saturday and Sunday. Sponsorship on both radio and tv is shared by Ford Dealers of Allegany County through J. Walter Thompson, Atlantic Refining Co. through N.W. Ayer & Son and Pittsburgh Brewing Co. through Ketchum, McLeod & Grove.

CARDINALS: KMOX St. Louis will carry the entire schedule on an 80-station network encompassing 12 states and KPLR (TV), that city, will televise 40 road games. Anheuser-Busch (Busch beer) sponsors the entire package through Gardner Adv., St. Louis. Estimated cost has been set at $400,000, with participating sponsors allowed in on both radio and tv. Anheuser-Busch also is set for regional half-sponsorship of NBC-TV's *Game of the Week*, on about 28 stations in its distribution area.

REDLEGS: WLWT (TV) Cincinnati will televise 53 games (23 home all in color, 27 road and 3 to be determined as the pennant races develop) and in addition, pioneers in full-scale nighttime colorcasting with a newly developed tube from the Crosley Broadcasting Co. that makes colorcasting possible under normal lighting conditions (both day and night). Picking up the tab will be Hudepohl Brewing Co. through Stockton-West-Burkhart, Cincinnati, Standard Oil of Ohio through McCann-Erickson and Colgate-Palmolive-Peet through Ted Bates. WKRC Cincinnati will broadcast complete schedule under sponsorship of the Burger Brewing Co.

CUBS: WGN-TV Chicago completely breaks the color barrier by telecasting the Cubs' entire 77 home game schedule in color at no additional cost because of "experimental" programming. The Cubs, only major league club without lights, play all home games in the afternoon. WGN-TV also plans to originate a couple of colorcasts from Cincinnati (also making a color debut this season) as well as 17 other black and white telecasts of away games. WGN, under new five-year contract, will broadcast all 154 games. Tv sponsorship will be shared by Theodore Hamm Brewing Co. (Hamm's beer) and Oklahoma Oil Co. through Campbell-Mithun, Minneapolis, and Needham, Louis & Brorby, Chicago, respectively. Radio sponsors are Oak Park Federal Savings & Loan through Connor Assoc., Phillips Petroleum through Lambert & Feasley, G. Heilman Brewing Co. through McCann-Erickson and a fourth to be announced. Radio cost will be $250,000. Tv figures unavailable.

PHILLIES: WFIL Philadelphia will broadcast the complete schedule with 61 games to be presented on WFIL-TV. On radio, coverage will be fed to 27 outlets in eastern Pennsylvania, Delaware and southern New Jersey. Tv games will be fed to WGAL-TV Lancaster and WNEP-TV Wilkes-Barre. Sponsorship on all radio-tv outlets will be by Atlantic Refining through N.W. Ayer (⅓); Ballantine through Esty (⅓); Bayuk Cigars through Wermen & Schorr (⅙) and Tasty Baking through Aitkin-Kynett (⅙). Rights to the games, held by Atlantic Refining, are estimated to be $500,000.

BROADCASTING HAS NEVER HAD SO MANY OPPORTUNITIES TO DO SO MUCH

"When my family reads out loud, we all hear the same voice, and it is just one more common bond that ties us together, one more memory that makes for a real home."

JOSE FERRER

"If you have small children, start early to bring them these great and good things . . . when a child seems able, like a sponge, to take in things."

FRANK BAXTER

"When I was very young my father read to me, and now I see it must have been a wonderful experience for him."

RICHARD BOONE

"My mother read to me mostly from American history. My interest in it grew great. If you read to children, they get a greater interest through your personality."

JULIE HARRIS

"People who are grown up should read to people who are not grown up, so that everybody can know what is in books."

PEARL S. BUCK

"There's something inside one book that is different from what you will find in any other book. Reading has been the most important thing in my life."

HARRY BELAFONTE

"When you read loud to someone can laugh togeth feel sad together a living experien something you member and back on."

JOHN KENNEDY

TV viewers hear 15 famous Americans tell why they're

Millions of Americans have been taking weekly strolls down memory lane recently. Their companions: fifteen of the nation's most prominent people, reading from their favorite works, usually to their children and grandchildren. The occasion: *Reading Out Loud*, a weekly series designed and produced by the Westinghouse Broadcasting Company in cooperation with the American Library Association. The purpose: to encourage reading by children and adults.

To the many viewers who remember the pleasure of being gathered with their brothers and sisters to listen to their parents read, the programs are a charmingly nostalgic experience.

And for the guest readers, too. For each faces the camera to tell, in his own words, the special *personal* meaning this treasured custom holds for him.

Those words are reprinted here, because in their

Radio: **WBZ+WBZA** BOSTON • **KDKA** PITTSBURGH • **KYW** CLEVELAND • **WOWO** FORT WAYNE • **WIND** CHICAGO • **KEX** PORTLAND, ORE.
Represented by AM Radio Sales Co.

"If you love reading, and if you know how to read, you're never at a loss. You're never bored."

RA LE GALLIENNE

"There's something more exciting than you can possibly imagine to reading—even more exciting when you read with young people and whet their appetites for reading, too."

GARRY MOORE

"One of the important things in my life was my mother's reading to us when I was small. And now I read to my grandchildren."

ARCHIBALD MAC LEISH

"I think many families miss a great deal when they deny themselves the pleasure of reading out loud."

VICE PRESIDENT RICHARD NIXON

"We find it possible to take a book and read it aloud and bring back some of the living pages of history."

CHARLES H. PERCY

"I think it's very good for families to rea out loud. It keeps the children at home, an makes the thing of learning fun."

CYRIL RITCHARD

"That old saying that every family that prays together stays together—I think it applies here, to families that sit down and read books together."

JACKIE ROBINSON

"It is very important, I think, that you should read aloud fairly often because we really enjoy it more when we do it together—and remember it more."

ELEANOR ROOSEVELT

helping WBC further the custom of family reading.

simplicity and warmth they capture the dynamic spirit of the programs. And, because they reaffirm the sound family values of reading aloud, among your own, which inspired the series.

Taken together, they represent the many reasons why WBC produced the series . . . and is presenting it, in prime evening time, on all five WBC television stations across the nation. The *Reading Out Loud* series is also being made available to more than 60 educational and commercial television stations.

The American Library Association says of the program: "WBC's *Reading Out Loud* is dynamic in its simplicity and serves as a testimonial to television's potentials. It entertains and enlightens and is a major contribution to the national development of American culture generally and in particular, reading."

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

Television: **WBZ-TV** BOSTON • **WJZ-TV** BALTIMORE • **KDKA TV** PITTSBURGH • **KYW-TV** CLEVELAND • **KPIX** SAN FRANCISCO
Represented by Television Advertising Representatives, Inc.

Continued from page 42
airlines bought *Sports Review* (Mon.-Fri., 7:20-30 p.m.) on WGN-TV starting Feb. 29. American sponsors *Music 'Til Dawn* on several stations and maintains a sizeable spot announcement schedule in key markets. The 13-week contract was placed through Y&R's Chicago office.

Emmy sponsors • Procter & Gamble Co. and Greyhound Lines, both through Grey Adv. Agency Inc., N.Y., signed co-sponsorship of special 90-minute telecast of 1959-60 Emmy awards, to be presented for the sixth consecutive year on NBC-TV June 20 (Mon. 10-11:30 p.m. EDT).

Oscar prelude • Procter & Gamble will sponsor *Oscar Night In Hollywood* on NBC-TV at 10-10:30 p.m., April 4, immediately preceding the Academy of Motion Picture Arts & Sciences Awards telecast on the same network. Nominees and other movie personalities will be interviewed at the Hollywood Brown Derby. Grey Adv. Agency placed the program, which will be taped earlier that evening to let participants get to the Pantages Theatre in plenty of time for the awards ceremonies.

MBS $1.5 million pacts • Mutual last week reported the signing of contracts calling for more than $1.5 million in new and renewal business. All advertisers signed for MBS newscasts and news features. New clients are: H.D. Lee Co. (work clothes), Kansas City, through Grey Adv., N.Y.; R.T. French Co. (Worcestershire sauce), through J. Walter Thompson, N.Y., and Pharmaco Inc. (drugs), Kenilworth, N.J., through N.W. Ayer & Son, N.Y. Renewal contracts, some with expanded campaigns, came from Church & Dwight Co. (baking soda), N.Y., through Charles W. Hoyt Inc., N.Y.; General Goods Co., White Plains, N.Y., through Foote, Cone & Belding, N.Y.; Liggett & Myers Tobacco Co. (L&M filter-tip cigarettes), N.Y., through Dancer-Fitzgerald-Sample, N.Y., and Sterling Drug Co., N.Y., through Brown & Butcher, N.Y.

Comet blasts off • Radio is spearheading a 60-day $150,000 campaign being launched by the Comet Dealers Assn. to introduce the new compact car in Southern California, Arizona and Nevada, with 70 stations broadcasting a total of 3,000 radio spots a week for three weeks as the first part of a threefold advertising assault. Part two is a four-page color insert to appear simultaneously in 65 newspapers and part three comprises 600 outdoor boards, plus displays, give-away children's kits and other merchandising and traffic aids. Hixson & Jorgensen, L.A., Comet agency, created the humorous radio spots in conjunction with the Dallas Williamson Organization.

Kleenex trial • Kimberly-Clark Corp.'s consumer products division through Foote, Cone & Belding, Chicago, has set a schedule of announcements in three key markets (among the nation's top 100) as part of a new marketing program designed to gain select saturation with starting date scheduled for this week. The campaign is designed as a test of spot radio. K & C's Kleenex has been out of the radio picture over half a dozen years.

Unveiled • Coty Inc., N.Y., (cosmetics) reportedly will start the first in a series of four-week tv spot flights today (March 14). Day and night station breaks and minutes are to be used in an undetermined number of markets. Agency: BBDO, N.Y.

Spreading out • Bristol-Myers Co. N.Y., (Vitalis), is reported to be broadening its spot tv campaign currently running in 20 markets by adding 60 markets throughout the country starting today (March 14) and continuing through Aug. 7. Nightly minutes and station breaks to be used. Agency: Doherty, Clifford, Steers & Shenfield, N.Y.

Six-week flight • Corn Products Co., N.Y., frequent spot tv user on behalf of its Nu Soft fabric cleaner, has purchased schedules in some 20 major markets for the period of March 20-May 1, using 6 to 12 daytime minutes and fringe nighttime 20's each week. Agency: McCann-Erickson, N.Y.

Distance drive • Ohio Oil Co. is using radio in Ohio, Illinois, Indiana, Ken-

Porkers, pulchritude, and Salvador Dali • This is a mixture to be reckoned with, as Videotape Productions, New York, found out last week. To create a "masterpiece" (and an 8-minute videotape) for showing at the fifth annual conference on visual communication at the Waldorf Astoria next month, the artist employed the pretty model, the porkers (left) and his own techniques in this manner:

Girl and pigs were placed in a pen and deluged with 500 pounds of popcorn, 1,000 pounds of chocolate syrup, assorted custard pies and marshmallows. A motorcycle, and the squealing pigs, provided sound effects for the videotape. Atop all of this, an artist's canvas was dropped, and workmen with brooms pressed the image to the canvas for posterity.

The finished masterpiece (right photo), behind the syrupy model, is called "Chaos and Creation" by artist Dali. It is modern surrealism etched with chocolate, highlighted by popcorn and luminous with custard pie. Senor Dali directed the entire production.

The ONLY ONE in the WORLD

Sky-high on 6000-ft. Ranger Peak in the southernmost reach of the Rockies, KTSM-TV's new transmitting tower soars high above the fabulous Southwest. This spectacular location is reached by the nation's third aerial tramway . . . the only one in the world serving a television transmitter!

KTSM-TV . . . El Paso's spectacular station . . . now serves southern New Mexico and West Texas with increased power for greater coverage, finest service.

From the observation deck at the base of KTSM-TV's tower, a two-state, two-nation panorama unfolds . . . a 7,000 square mile spectacular. The public can view this panorama by riding to Ranger Peak in a comfortable, 6-passenger cabin.

For spectacular coverage, peak sales in the Southwest, it's the Big Nine!

KTSM Channel 9 TV

NBC

EL PASO TEXAS

National Representative: George P. Hollingbery Company • Southern Representative: Clarke Brown Company

tucky, Michigan and Wisconsin for new theme "Marathon goes farther to make friends" in debut of 1960 Marathon Super-M gasoline campaign. Agency: N.W. Ayer & Son, Phila.

Spring thaw • Seabrook Farms Co., Seabrook, N.J., (frozen vegetables), going into a five-week tv spot drive starting March 20 in New York, Chicago, Los Angeles and Philadelphia. Heavy barrage of prime 20's, plus daytime and fringe night minutes is scheduled. Agency: Smith-Greenland Co., N.Y.

Split campaign • United Fruit Co., N.Y., (Chiquita banana) has purchased $1 million slice of tv spot time, divided into two 8-week flights in the top 35 markets. First flight runs started yesterday and will run through May 7; second Sept. 18-Nov. 12. Number of spots per week will range from basic 12 to approximately 20, with emphasis on nighttime minutes. Product has been away from tv spot since April last year. Agency: BBDO, N.Y.

P&G signs • Procter & Gamble Co. will sponsor *The Law and Mr. Jones*, a Four Star television series starring James Whitmore, next season. Deal was set by Compton Adv. for P & G. Network and starting date are not set.

Skelly takes third • Skelly Oil Co. (petroleum products), Kansas City, buys one-third sponsorship of Athletics baseball radio coverage on WDAF that city, plus regional network of half dozen stations. Agency: Bruce B. Brewer Co., Kansas City.

Sauce 'n' spot • New radio spot drive is in the making for this spring—most likely for May start—by the A-1 Sauce Div. of Heublein Inc., Hartford, Conn. Placement will follow the national distribution path of the product. Fletcher Richards, Calkins & Holden, N.Y., is A-1's agency.

SRA SEEKS TO EXPAND SPOT MARKET

Proposes liberalized tv station breaks, tighter product protection

A three-ply attack on two of the thorniest problems in spot television—product protection of network sponsors and a dearth of premium-length time for spot sale—was proposed last week by Station Representatives Assn.

SRA President H. Preston Peters, of Peters, Griffin, Woodward, proposed to the presidents of the three tv networks that these problems be tackled in a conference of network officials, station representatives and owners of network-affiliated stations. Copies of Mr. Peters' letter went to all network affiliates.

Network officials did not immediately react—at least not publicly. There was some feeling that some if not all of them might prefer to approach the problems through their respective affiliates' advisory groups.

With regard to the SRA proposal that station breaks be liberalized to give affiliates more time to sell, officials of one network said—but in another context, before existence of the SRA proposal became known — that they would not be disposed to cut their programs any shorter than they are now.

Growing Trouble • Both product protection and a shortage of desirable availabilities have made life increasingly difficult for stations. Minute availabilities were reported virtually sold out eight months ago (BROADCASTING, July 27, 1959). Product protection has been worrying stations more and more as shared sponsorships, cross-plugging and participation sales by networks have increased, making it harder for affiliates to know just what network-advertised products they would be called on to protect (CLOSED CIRCUIT, Jan. 4).

SRA suggested the following "tentative agenda" as a basis to stimulate discussion at the proposed conference (but noted that "there are probably many other items of mutual interest that might suggest themselves to you and the other participants"):

(1) Definite standards of product protection with specific reference to:

(A) The number of separate products of a sponsor of a given program entitled to protection.

(B) Restrictions, if any, as to the protection to products of cross-plugged sponsors.

(C) Length of notice to stations required to provide protection to products of new sponsors or new products of existing sponsors.

(2) Possibility of cutting time of 30-minute evening shows to 29 minutes, 20 seconds.

(3) Possibility of cutting time of 15-minute daytime shows to 14 minutes and of 30-minute daytime shows to 29 minutes.

H. PRESTON PETERS

Offers plan to network

(4) Provision for spot availabilities during network programs exceeding 30 minutes in length.

(5) Greater flexibility on the part of stations in the sale of network sustaining programs.

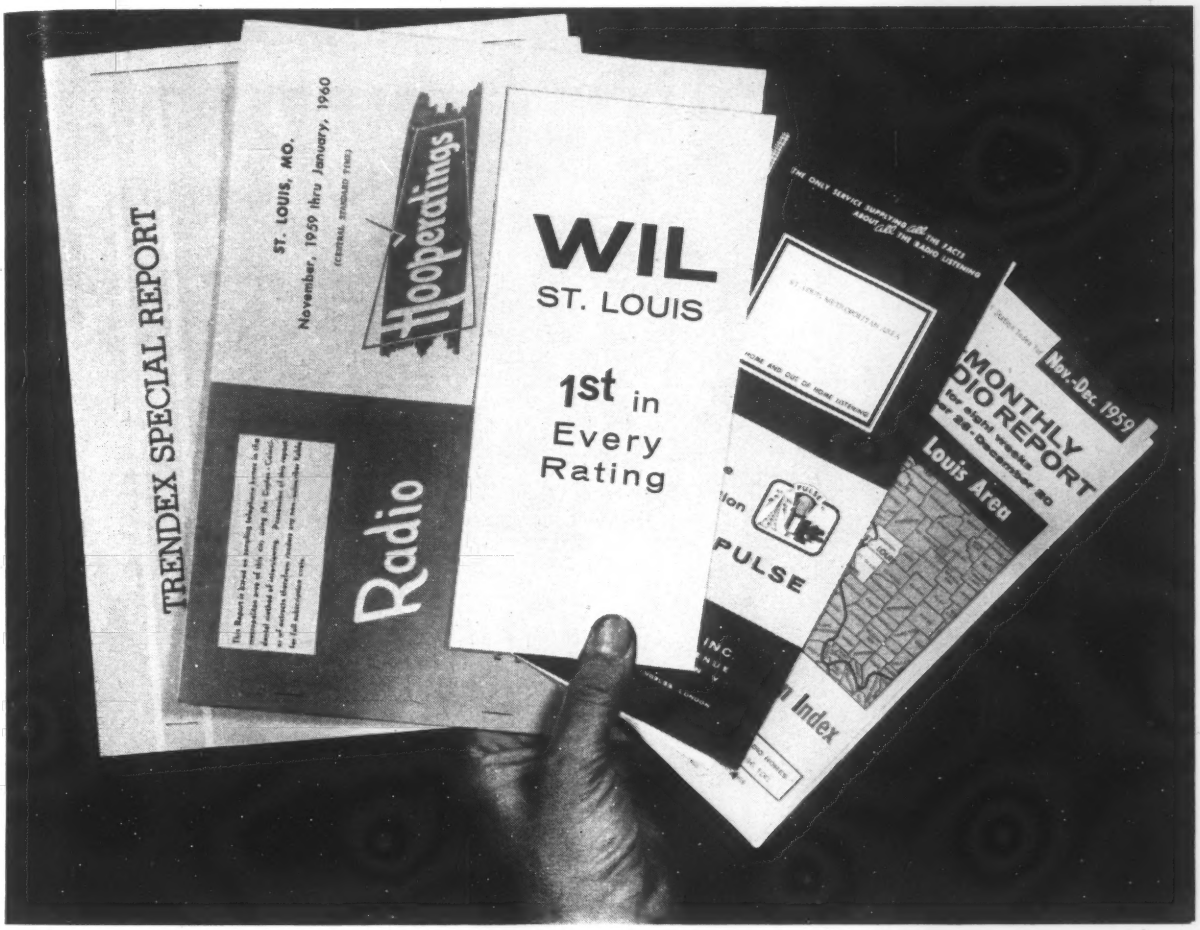
Disagreement • There were some differences between SRA and network authorities over the suggestion that half-hour evening programs be cut to 29 minutes 20 seconds. Network authorities said that for the most part these shows already are 29:20. SRA leaders, however, maintained that they were at least five or six seconds longer than that—in any case, they said, the breaks aren't long enough to accommodate two 20-second spots, which is what reps would like to have, foregoing the 10-second ID.

With a few exceptions which permit longer breaks, most daytime shows also run 30 to 40 seconds less than the full 15-minute or half-hour period. The SRA plan would shorten them by a full minute, which the representatives would like to sell en toto.

The idea or providing for spot availabilities in network shows longer than 30 minutes in length, according to SRA authorities, relates to station breaks. They said that while the general practice among networks now is to provide station breaks in most such shows, this has not always been the case and the representatives would like some assurance that it would be done in the future.

The final proposal on SRA's suggested agenda, they said, simply means that representatives — and stations — would like to have the right to sell network sustainers on a national spot or local basis, subject of course to recapture by the network if it finds a sponsor.

Current Practice • There are not now any "definite standards" on product



FULL HOUSE FOR PROFIT

Nothing beats it . . . the feeling you have when the pot's loaded and you know right down to your socks that you hold the winning hand! In St. Louis, you can always count on the WIL hand to rake in the chips. When they're "called", the cards WIL shows are original programming, magnetic personalities and bulls-eye salesmanship . . . cards you'll always find in the Balaban deck. So, deal yourself in to WIL selling power and put it to work selling your products and your services.

THE BALABAN STATIONS
in tempo with the times
John F. Box, Managing Director
SOLD NATIONALLY BY
ROBERT E. EASTMAN

WIL ST. LOUIS
WRIT MILWAUKEE 1st in Market
KBOX DALLAS 2nd in Market

NTA'S POWERFUL

SPECIAL 6

SIX — MILLION-DOLLAR PRODUCTIONS
SIX — CLASSICS, TIMELESS IN APPEAL
SIX — BOX OFFICE SMASHES, NEVER BEFORE AVAILABLE FOR TV

TOM SAWYER — Mark Twain's immortal **classic** that captures all audiences, always, everywhere! A David O. Selznick presentation in Technicolor.

LITTLE WOMEN — Louisa May Alcott's **classic!** With Katharine Hepburn...Spring Byington...Joan Bennett...Paul Lukas! A David O. Selznick presentation in Technicolor.

THE PRISONER OF ZENDA — **Classic** of swashbuckling high-romance! Marquee-magic—stars Ronald Colman—Madeleine Carroll—Raymond Massey—C. Aubrey Smith—Douglas Fairbanks, Jr.—David Niven! A David O. Selznick presentation.

GULLIVER'S TRAVELS — The timeless, cherished, all-audience **classic.** Max Fleischer's memorable full-length cartoon creation in Technicolor.

HOPPITY GOES TO TOWN — Hypo your ratings with this happy, heart-warming Max Fleischer full-length color cartoon **classic.** Your audiences and sponsors will sing happily to the Hoagy Carmichael, Frank Loesser, Sammy Timberg score.

BAMBUTI — The **classic** audience pulling-power of the jungle. Filmed entirely on location in Africa in prize-winning Technicolor. Jungle pictures have always been sure-fire, and BAMBUTI is the greatest of them all.

Stage your own "SPECIAL SIX" Spring-Time Color Festival. Ideal for all-family Easter-time entertainment. Ideal for year-round all-family entertainment.

For more information, call Harold Goldman, Executive Vice-President. NTA, 250 N. Canon Drive, Beverly Hills, California, CRestview 4-8781.

NTA

NTA'S POWERFUL SPECIAL SIX... NOT JUST FEATURES, BUT MOTION PICTURE CLASSICS

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC.

protection of network advertisers by local stations, though it is generally agreed by networks and representatives that affiliates try to avoid selling competitive announcements adjacent to network programs. That they sometimes slip up is also freely acknowledged.

Scheduling cigarette advertisers so as to protect other cigarette advertisers is generally conceded to be one of the most difficult problems for stations, but there are a number of other situations —involving soaps, toothpastes, etc.— where separation is hard to insure.

Many station operators have said it's not too hard to avoid putting a toothpaste spot, for example, adjacent to a network show sponsored by a rival toothpaste; the real problem, they say, comes in protecting a totally different product that may be cross-plugged on the toothpaste program.

The SRA letter listed four changes in the structure of network television which it said have had "significant impact" on both network and spot: "(1) an increasing number of one-hour and longer than one-hour programs; (2) multiple sponsorship and shared multiple sponsorship; (3) cross-plugging of advertisers' products; (4) campaigns and schedules of shorter duration." The letter continued:

"The net effect of these and other changes has been to impair the growth of stations' revenues from spot television. Network affiliated stations find great difficulty in accommodating spot advertisers because of the complicated system of product protection inherent in multiple sponsorships on the network.

"Moreover it is difficult to plan a stable spot schedule because a system of product protection that fits this month's or even this week's needs for network sponsors may soon be out of date because of the rapidly changing network-advertised products. The rate structures which television stations offer spot advertisers were developed during a period when the great majority of evening network programs were 30 minutes in length, sponsored by one advertiser on a fairly extended schedule. Then affiliated stations were able to schedule their spot commitments in such a way as to afford a reasonable product protection to network advertisers.

"Furthermore, spot advertisers are finding disproportionate advantages from the 60-second announcement vis-a-vis the 10-second one. . . ."

For Strong Networks, But • The letter said SRA "firmly believes that a strong network system is indispensable to the health of the entire television industry." But networks, it continued, should also recognize that a large part of the money on which stations must rely "comes to them from spot business."

The letter suggested that, if the networks were interested, a committee be named to contact "appropriate governmental agencies"—presumably including the Justice Dept.—to make sure such a conference would not be deemed improper.

John Blair of John Blair & Co., acting president of SRA in President Peters' absence from New York, said late last week he had had no response from the networks. Nor did they have any comment for publication.

Toy company credits tv for sales boosts

A Cincinnati toy manufacturer is so pleased with the results of its tv spot campaign last year that it plans to double its tv budget.

According to Joseph L. Steiner, vice president in charge of sales, Kenner Products Corp. had the greatest sales increase in its history in 1959, which it credits largely to a $250,000 saturation tv campaign.

Last year's campaign centered around Kenner's Presto paints, bridge & turnpike and girder & panel building sets. The toy company's fall tv plans call for nationwide television exposure of its line of paints—Presto, Sparkle and Pres-

to Sparkle paints. Sparkle paints come in "jewel-like colors" that glitter. Presto paints are water colors which do not require use of water or brushes. Retail price is 98 cents and $1.98 for the combination set.

Mr. Steiner reports the company tested the paints in January and February in six tv markets, using a film commercial. He termed the results "most successful." In 1959 the construction sets were advertised in 11 tv markets; Kenner plans a nationwide Christmas campaign in 1960. New toys being put on the market by the company this year include a slide projector and 35 mm cartoon slides and toys for infants.

Salada tea drops radio-tv advertising

Salada tea has pulled out of spot radio and tv. Its advertising budget, it was revealed in New York last week, will use magazine and newspaper advertising exclusively. A major share of the budget formerly had been placed in the broadcast media (roughly $2 million).

The tea brand is a product of Salada-Shirriff-Horsey, Boston, the U.S. division of the parent company in Toronto, and therein lies a story. For apparently the parent firm in Canada was tv-minded at about the same time that Doyle Dane Bernbach, New York, charted the new Salada course for the U.S. company's advertising.

The parent firm—Salada-Shirriff-Horsey Ltd., Toronto—and Leo Burnett of Canada, its agency, only two weeks ago put a Russia vs. Canada hockey game at the Winter Olympics (Squaw Valley) on ice and in television less than 40 hours before the Feb. 28 game time.

The rapid placements started on the preceding Friday afternoon when Bob Brown, account supervisor at Burnett, learned of the availability of the game on CBC-TV and then started a succession of events that included clearance with the network, approval by sponsor and setting up of commercials (for both English and French networks of CBC-TV). In Canada food commercials must be cleared with the Dept of Health & Welfare and usually takes from four to six weeks.

Agency appointments

• Nationwide Trailer Rental System Inc., Wichita, Kan.: appoints Noble-Dury and Assoc. of Nashville and Memphis, Tenn. Media plans are not complete but tv tests in various markets have already been projected by Noble-Dury.

• Wilson & Co. (hams, bacon, sausage, canned meats, menu-pak and portion controlled meat products), Chicago, appoints Campbell-Mithun, same city, to handle advertising for those products, with estimated billings of $1.5 million. C-M takes over from Kenyon & Eckhardt, while Roche, Rickerd & Cleary continues as agency for Wilson Sporting Goods Co., Ideal dog food and other products.

• S&W Fine Foods, San Francisco: appoints Doyle Dane Bernbach to handle its account, estimated to be over $500,000. Last year, S&W's advertising budget was heavily concentrated in television.

TWO HISTORIC FIRSTS

ANOTHER FIRST

WFIL's "Studio Schoolhouse," winner of the 1954 and 1959 Freedoms Foundation Awards, is the ONLY program in America to receive the Award twice.

ANOTHER FIRST

Philadelphia's Home and School Council has just cited the WFIL Stations for ". . . valuable and continuous contributions to education of children and adults . . ." This is the ONLY Award ever made by the Council to a broadcaster.

THE PHILADELPHIA
HOME & SCHOOL COUNCIL

CERTIFICATE OF APPRECIATION

For valuable, effective and continuous contributions to the education of children and adults in the Delaware Valley area, through "Wiffil Studio Schoolhouse" on WFIL-radio since 1943, and on WFIL-TV since 1948, produced cooperatively with the Philadelphia Public, Diocesan and Independent Schools, and through "University of the Air" presented in cooperation with 35 colleges and universities since 1950, the Philadelphia Home and School Council awards this special citation to

Stations WFIL, WFIL-TV

in recognition of this unique and distinguished service

With those who know local public service programming best, it's WFIL again and again and again. Here are just a few of the WFIL Stations' many public service firsts:

- **First broadcaster in America to win two duPont Awards**
- **First and only broadcaster to win the Marshall Field Award**
- **First and only broadcaster to win two Sloan Awards in one year**

Leaders in service to the community since 1922

TRIANGLE STATIONS

WFIL-AM • FM • TV

PHILADELPHIA, PENNSYLVANIA

ABC • BLAIR

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

CBS-TV REVISES COMMERCIAL RULES

New orders set 'guide lines' for taste and program interruptions

Two new memoranda were issued from CBS-TV last week, one setting down "guide lines" for taste in commercials, the other prescribing standards for positioning commercials within programs. The policies they contain became effective March 3 for new business and must be applied to existing commitments as well by Sept. 15.

Of the two, the one pertaining to taste is the more provocative and the least specific. It came from Joseph H. Ream, head of the network's internal practices unit, who prefaced it by saying that while taste is subjective, final decisions about it must be made by the network. The tone followed CBS Inc. President Frank Stanton's dictum that CBS-TV must be master of its own house.

One of its few specific provisos deals with newscasters. It prohibits them from leading into commercials with any descriptive phrases beyond a simple mention of the sponsor's name. Other prohibitions rule out: negative copy for foot remedies, "unpleasant" references to foot disorders, pictures or schematics of feet and schematic visual devices depicting bodily functions or unwanted hair.

Beyond those specifics, the guide lines principally suggest an "accentuate the positive" treatment of commercials for personal products and proprietaries. Dealing with headache remedies and similar products, the memorandum says they may use cause and effect techniques provided the emphasis is on pleasant after-effects.

Toilet Technique • Mr. Ream cited commercials for bathroom tissue which have appeared on the network as examples of how personal products may be presented in good taste and used them to argue that categorical refusal to accept such advertising would have been unwise. He also said that commercials for toilet bowl cleaners and room deodorizers could be treated with equal taste and would not be banned from the network.

In another of his prefacing remarks Mr. Ream said acceptability will be determined by "advertised claims, the selling line, the manner of presentation, the time of day at which broadcast, the nature of the sponsored program and

TEXT OF CBS MEMORANDUM ON COMMERCIAL TIME STANDARDS

The following time standards reflect the maximums allowable. In certain areas, for example, news programs, CBS-TV may apply stricter standards. Accordingly the Department of Program Practices should be advised as early as possible of plans for projected programs and sponsorship.

Allowances of time for commercials follows the standards as specified in the NAB Television Code.

Positioning of Commercials

I. **Entertainment Programs**

a) **Quarter-Hour Entertainment programs.** A maximum of three commercial positions (in addition to billboards) is permitted, but the main entertainment portion of the program may be interrupted not more than twice. Because of general practice of alternate sponsorship, the major sponsor may be permitted three product commercials in two positions, in which event the bridge between the two commercials in the one position will be considered part of commercial time.

Example: Opening program teaser
Billboard
Opening commercial
Program
Middle commercial
Program
Closing or alternate sponsor commercial
Program
Credits
Closing billboard

b) **Half-Hour Entertainment Programs—Night.** A maximum of three commercial positions is permitted, but the main entertainment portion of the program may be interrupted not more than twice. Four products or services may be advertised, but in this case one of the commercials shall be in a "piggybank" position, and the bridge between the two commercials shall be counted as part of commercial time. Examples are as set forth in (a) above.

c) **One Hour Entertainment Programs—Night.** A maximum of six commercial positions is permitted, but the main entertainment portion of the program may be interrupted not more than five times.

II. **News and Public Affairs Programs**

a) **Quarter-Hour Programs.** A maximum of three commercial positions is permitted with the main news portion of the program interrupted not more than once.

b) **Half-Hour Programs.** The position requirements for half-hour programs are the same as for entertainment programs. Only four product commercials will be permitted either day or night. In the case of the evening programs, if the four product commercials are used, one will be in a "piggyback" position and the bridge between the two commercials shall be counted as part of commercial time.

c) **One Hour Programs.** A maximum of six commercial positions is permitted but only four program interruptions will be permitted.

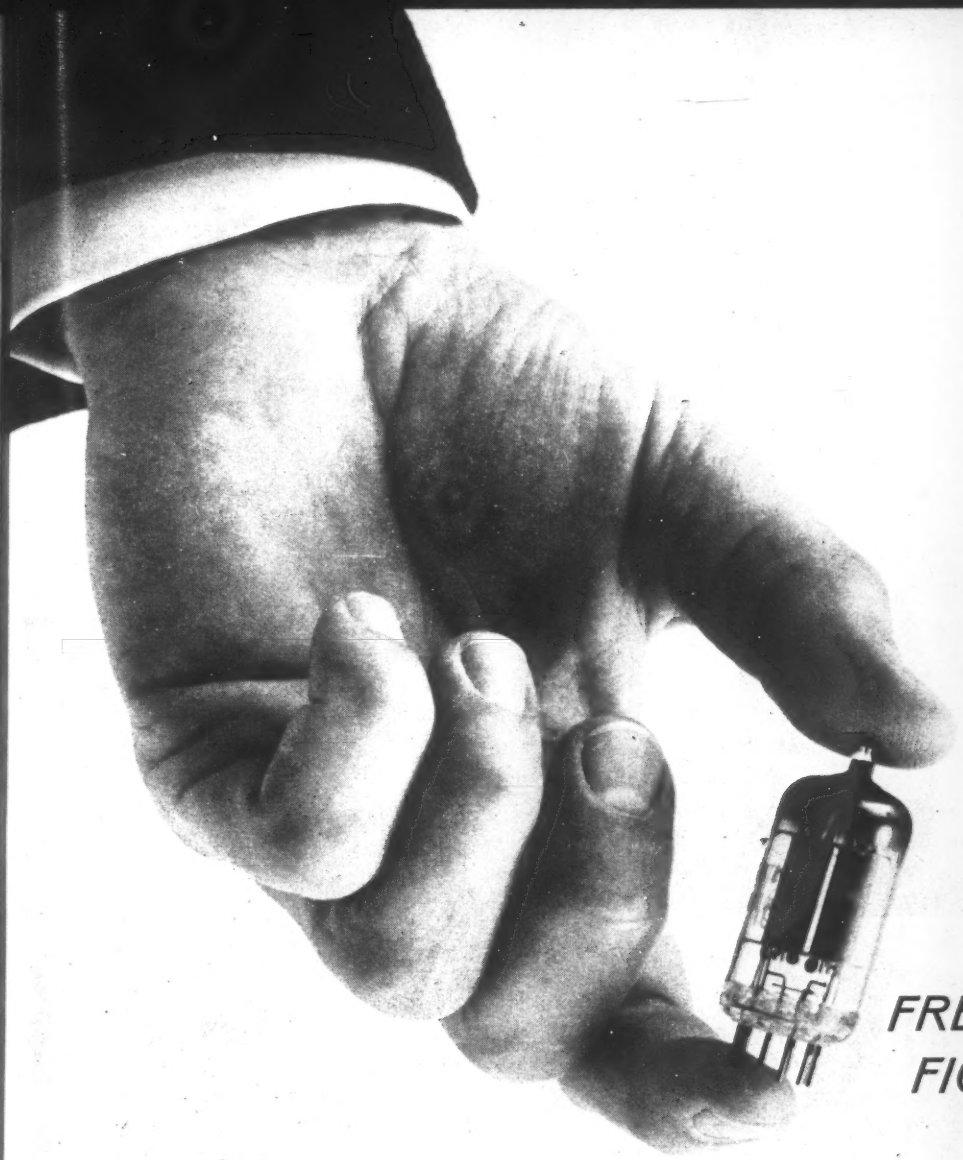
III. Billboards. These shall be limited to sponsor or product identification without additional descriptive phrasing.

IV. Lead-ins to Commercials on News Programs. The lead-ins to commercials by CBS News personnel will be limited to "Now a word from (name of sponsor *or* product)."

V. Alternate Sponsor Commercials. Alternate sponsor commercials may advertise two products by "piggyback" provided the total number of products permitted to be advertised on the program is not exceeded and provided approval is secured from the major sponsor.

VI. Effective Date. Subject to prior acceptances under existing commitments, the foregoing standards shall be effective immediately. Most programs presently fully comply, and the standards shall be fully effective on Sept. 15, 1960.

/s/ Herbert A. Carlborg



FREEDOM FIGHTER?

One *tube*... a freedom fighter? In free radio, *every* component—electronic and human—must share its responsibility in the never-ending fight for the rights of free people: freedom of speech and worship, freedom from want and fear. At KRLA, Radio Los Angeles, this responsibility translates itself into a wisely-balanced program schedule: music and news to appeal to most of the people most of the time ... planned blocks of religious, educational and discussion features to serve all the people all the time.

Newest among the leaders serving America's greatest radio market

DIAL 1110 / 50,000 WATTS

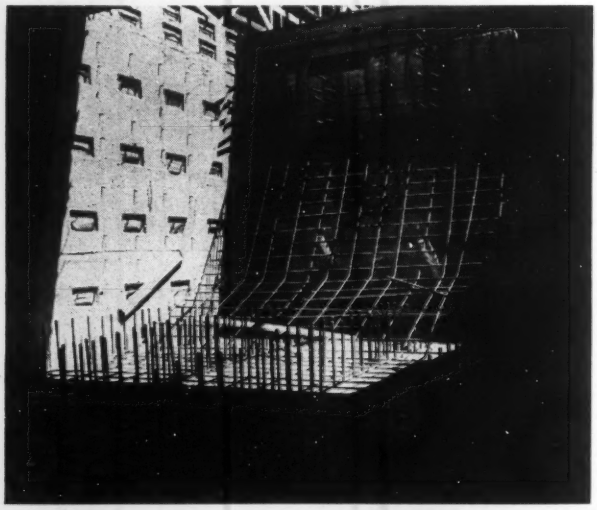
KRLA

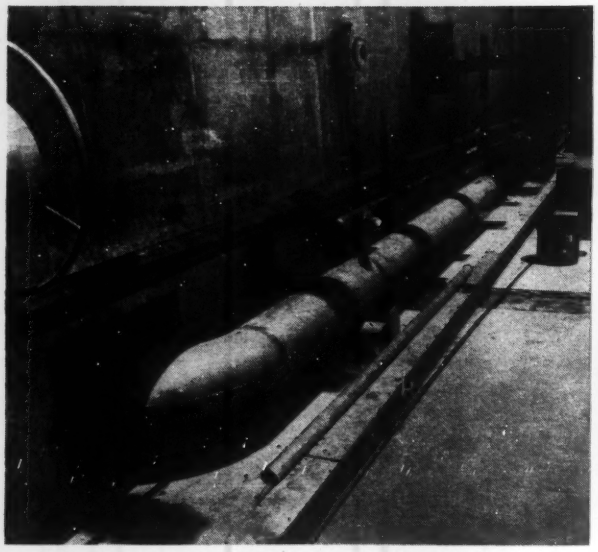
RADIO LOS ANGELES

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

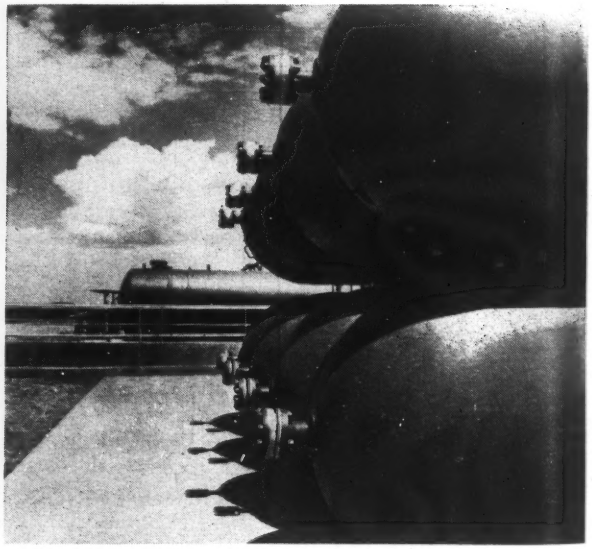
Somewhere

Inside the blast pit of one of the launcher buildings under construction.

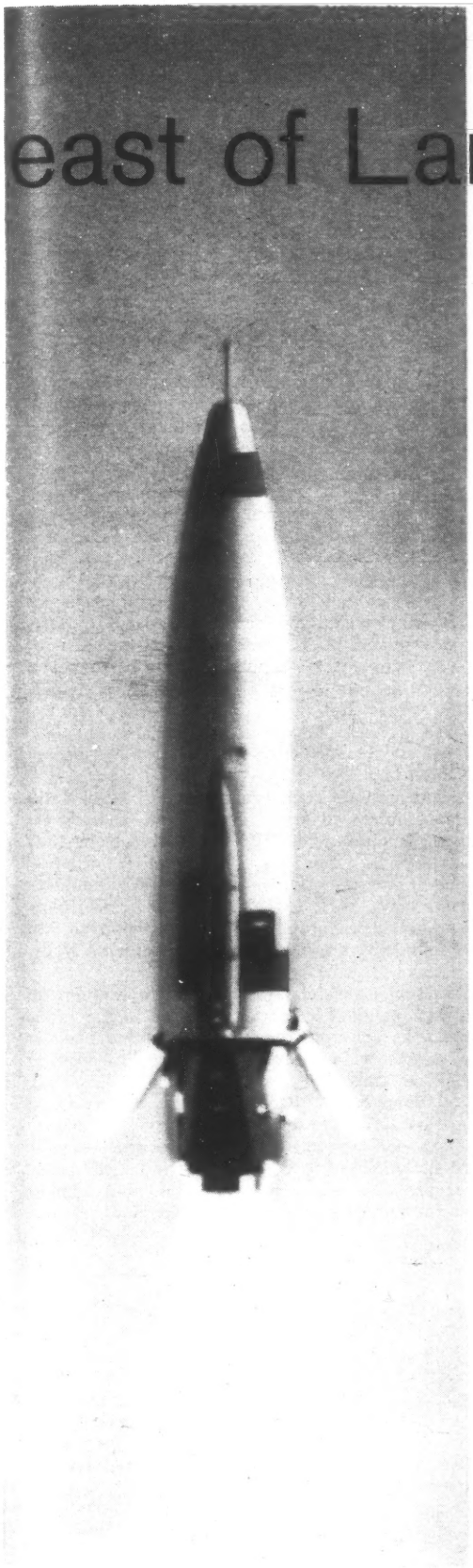




The fuel lines and process piping are made of Stainless Steel.



Pressure fuel storage tanks of alloy or Stainless Steel plate.



east of Laramie,

on one of Wyoming's plains, you'll find the strangest government housing project ever built. Six concrete and steel buildings are being constructed to house Atlas missiles. The site is one of the operational intercontinental missile bases to be operated by the Strategic Air Command. This base is being constructed on the surface. Others will burrow deep into the earth.

Generally, the missiles are all you ever hear or read about. Actually, they're only a small part of the missile program. Most of the manpower and material goes into ground support equipment. There are over 11,000 tons of steel and over 48,000 tons of concrete aggregate, blocks and cement in the six launching service buildings at this site alone.

United States Steel can supply virtually all of the material for a missile program—carbon steel, high-strength low-alloy steel, ultra-high-strength alloy steels, Stainless Steel, steel fence, electrical cable, cement and wire rope.

The success of our whole missile program depends upon these materials.

USS TRADEMARK **United States Steel**

TEXT OF CBS MEMORANDUM ON COMMERCIALS' TASTE AND ACCEPTANCE

The following guide lines will be applied in the consideration of taste in the acceptance of commercials for broadcast over the CBS Television Network.

Taste must, by its very nature, be a matter of subjective judgment, and the decisions on acceptance for broadcast shall be made solely by the CBS Television Network. However, the Department of Program Practices welcomes and invites discussion with advertisers, agencies and producers, and in cases of specific questions such discussions should be had well in advance of commitments for any purpose.

The great majority of the products advertised on the CBS Television Network present, in themselves, no question of taste. As to these products, taste becomes a problem only in the manner of presentation of the commercial message.

Television by its very nature—its unique impact, its combination of sight, sound and motion—requires special standards. As a subscriber to the NAB Television Code, the CBS Television Network does not accept advertising of products or services not acceptable under the Code. A copy of the NAB Television Code, Fifth Edition, which includes interpretations adopted to Jan. 23, 1959,.is attached. All persons concerned with production or acceptance of commercials should be intimately familiar with the Code.

Except for products which are not accepted for broadcast, acceptability as to matters of taste will be determined by advertised claims, the selling line, the manner of presentation, the time of day at which broadcast, the nature of the sponsored program and similar considerations.

I. Special Standards for News and Public Affairs Programs. Commercial copy which may be accepted for entertainment programs is not necessarily acceptable on news and public affairs programs. Stricter standards will apply in this area. CBS News personnel will be limited, on lead-ins to commercials, to naming only the product or the sponsor without additional descriptive phrasing.

II. General Standards—Personal Products.

1. **Cold and Headache Remedies and Antacids.** Advertising for these products may utilize cause and effect techniques if the emphasis is placed upon the pleasant after-effects afforded by use of the products. A sequence showing a person with a cold or headache should never be overemphasized. Schematic charts of circulatory, respiratory or digestive systems should be presented with restraint and only to indicate the principle of relief rather than clinical details of discomfort. Emphasis should be positive—on pleasantness rather than distress.
2. **Foundation Garments.** Use of live models should be avoided except when fully clothed, and product demonstrations should be confined to such elements as fabric, design and durability.
3. **Remedies for Foot Disorders.** These include corn and callous remedies, athlete foot remedies and other foot powders. Negative copy is unacceptable in this area. No unpleasant references to disorders of the feet or visual shots of the foot, and no detailed schematic showing of the foot for product demonstration will be allowed. Emphasis should be on good grooming or comfort as a result of using these products.
4. **Bathroom Tissue.** The commercials for this product have been presented in very good taste. This has been a good example of the wisdom of dealing with the question of product acceptability by recognition of the unique nature of television and consequent adherence to the highest standards of taste. In this case categorical refusal of product advertising, while presenting an easy solution, would have been unwise and undesirable.
5. **Other Personal Products.** These include laxatives, deodorants and depilatories. In the same area from the standpoint of taste are toilet bowl cleaners and room deodorizers. As in the case of bathroom tissue, advertising of these products is not refused provided the highest standards of taste are observed. As further guidance, negative or "scare" copy (for example, showing persons who are in pain or discomfort or who are socially offensive) is not acceptable; neither are clinical visual devices. Also unacceptable are schematic visual devices depicting bodily functions or unwanted hair.

III. Implementation. These standards will be effective immediately, subject to prior commercial acceptances under existing commitments. The standards will be fully effective on Sept. 15, 1960.

Questions of interpretation in specific areas should be addressed in New York to Mr. Herbert A. Carlborg, director, program practices, and in Hollywood to Mr. William Tankersley, director, program practices, Hollywood.

IV. Additional Considerations. This memorandum, of course, is not intended to be all inclusive in the broad area of taste. In addition, other considerations, such as validity of claims, will be taken into account in accepting commercial material.

V. Continuing Study. Procedures are underway to secure, on as informative a basis as possible, the benefit of continuing viewer reaction. In addition, the Research Dept. will include typical commercials in a substantial number of program analyzer sessions and will tabulate the results for purposes of evaluation and interpretation.

/s/ Joseph H. Ream

similar considerations." Mr. Ream concedes this leaves some room for discussion.

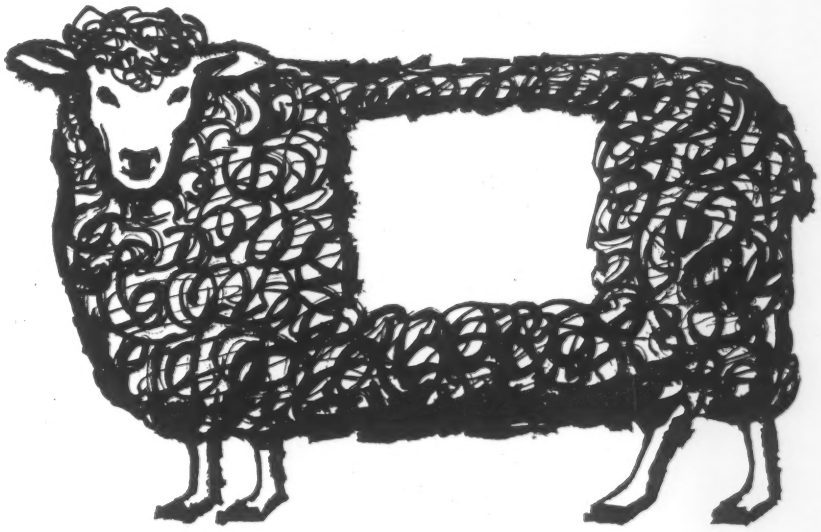
The second memorandum, issued by program practices chief Herb Carlborg and dealing with commercial placement, leaves far less room for discussion. It consequently may have more immediate effect on advertisers who deal with CBS-TV.

The most drastic of its changes is in regard to billboards which precede and follow a sponsored program. The general practice has been to limit them to 10 seconds per sponsor, with no limitations of what they may consist. CBS-TV now says the billboards may include only the name of the sponsor, with no additional descriptive phrasing. In effect, this ruling will deprive a sponsor of two 10-second commercials per program which he had been getting without counting against his allowed commercial time.

New Ground Rules • Most of the Carlborg memo dealt with the number of interruptions of program material allowed for commercials and for handling of dual-product commercials and those of alternate sponsors.

The Carlborg memo also says an alternate sponsor may advertise two products by "piggybacking" if it doesn't push the number of commercials per show over the allowable limit and if the major sponsor approves.

Audience Profile #5



324,699 WWDC listeners (3 out of 4) have sheepskins of high school or beyond—well above the Washington, D.C. average.* This brainy audience awaits education to *your* product or service.

**PULSE Audience Image Study—July, 1959*

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

A SAD SEARCH GETS UNDERWAY

NAB starts talent hunt for the man to take over presidency

NAB has started a nationwide manhunt—a search for someone of national stature to take over direction of the association.

Death of President Harold E. Fellows March 8 (see story page 66) left the association without an operating head. Interim direction was set up two days later by the NAB Board of Directors, meeting in Washington.

Formal search for Mr. Fellows' successor will start when a special nominating committee has been named. Formation of this committee was authorized March 10, its members to be picked by the respective chairmen and vice chairmen of the Radio and Tv Boards.

Until a new president takes over, the association will function under a three-man board committee. Everett E. Revercomb, secretary-treasurer and only remaining corporation officer since Mr. Fellows' death was named acting administrator by the board.

Nine Year Rule • NAB operated under Mr. Fellows' direction nearly nine years. He was selected and signed to a contract in 1951 by a committee empowered to name the new president and negotiate a contract. The current nominating committee is empowered to propose a successor but final decision will be up to the NAB board. Mr. Fellows' contract had been renewed and revised, with his latest term having been extended to June 1961.

Talk of a non-broadcaster president of national eminence in politics, military or industry has been revived. Two past NAB presidents—Neville Miller (1938-44) and Judge Justin Miller (1945-1951), came from the campus and courts, respectively. Mr. Fellows, a longtime broadcaster, had succeeded Judge Miller.

Named to serve on the three-man administrative group, which will act as an interim regency supervising NAB policy and operation were Clair R. McCollough, Steinman Stations; G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB-TV Board, and Merrill Lindsay, WSOY-AM-FM Decatur, Ill.

A committee of seven to 10 members will be named to pick a nominee for the next NAB president. The committee is to include both members and non-members, according to the board's directive.

Membership of the three-man regency group—all of whose members belong to the NAB Task Force named last December as a top-level association policy committee—and the nominating committee, was left to a four-man group comprising Mr. Shafto and Payson Hall, respective Tv Board chairman and vice chairman, and F.C. Sowell, WLAC Nashville, Tenn., and Thomas C. Bostic, KIMA Yakima, Wash., chairman and vice chairman of the Radio Board.

MR. MCCOLLOUGH MR. SHAFTO MR. LINDSAY MR. REVERCOMB

NAB's interim regency • Three veteran NAB board members were named March 8 to direct administration of the association until a new president is named to succeed Harold E. Fellows. They are Clair R. McCollough, Steinman Stations; G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB-TV Board, and Merrill Lindsay, WSOY-AM-FM Decatur, Ill. All three are members of the special NAB task force named in December to direct NAB's participation in recent FCC hearings into its regulatory powers. The full task force (six directors and six NAB department heads) continues in operation. The three-man regency will direct NAB administration, with Everette E. Revercomb, NAB secretary-treasurer, serving in the role of acting administrator handling day-to-day operations.

Draw Up Policy • The task force drew up NAB policy guiding the association's participation in the FCC's recent program - regulatory hearings. The NAB joint board voted to continue the task force at least until the next board meeting in June.

The two-day meeting of the full NAB board and the separate Radio and TV Boards took these steps:

• Cut the maximum allowable one-minute spots in half-hour participating programs from six to five.

• Approved naming of E.K. Hartenbower, KSMO-TV Kansas City, as successor to Donald H. McGannon, Westinghouse Stations, as chairman of NAB TV Code Review Board.

• Opened Standards of Good Practice for Radio Broadcasters to NAB non-member stations and set scale of fees for subscription. (See code and standards story, page 68).

• Endorsed proposal to put teeth in radio standards.

A committee headed by Arthur Hull Hayes, CBS board member for radio, will draft a resolution paying tribute to the service of President Fellows. The directors were honorary pall-bearers March 11 at funeral services for Mr. Fellows.

Persons of Stature • Informal talk of the NAB presidency included persons of the stature of Gen. Alfred Gruenther, former chief of staff, and Dean Acheson ex-Secretary of State. Other names discussed by broadcasters included Paul A. Porter, communications attorney and former FCC chairman; Joseph H. Ream, CBS-TV program practices vice president; Robert D. Swezey, recently retired from active direction of WDSU-AM-TV New Orleans; Theodore C. Streibert, ex-broadcaster (MBS, WOR-AM-TV New York), former director of U.S. Information Agency and now with the Rockefeller interests in New York; Robert K. Richards, former NAB assistant to the president and more recently special NAB advisor, head of a public relations firm and holder of interest in broadcast stations; John C. Doerfer, who resigned last week as FCC chairman, and Lester W. Lindow, executive director of Assn. of Maximum Service Telecasters (on leave from WFDF Flint, Mich.).

The NAB presidency will be a main topic among delegates attending the April 3-6 industry convention in Chicago, assuming the new man hasn't been selected by that time. At the board

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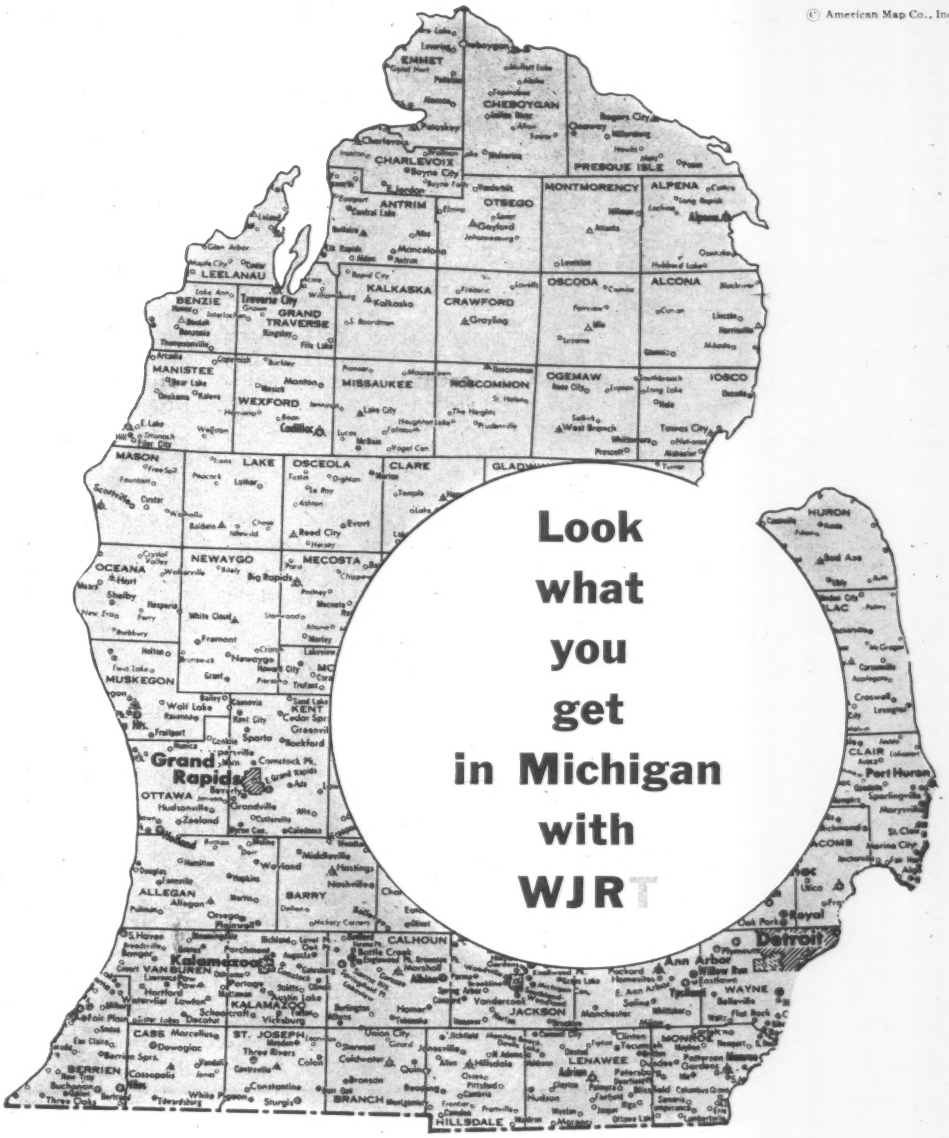


Complete grade "A" signal coverage of Michigan's other big market (Flint, Lansing, Saginaw and Bay City) with one single-station buy!

WJRT

CHANNEL 12—FLINT

PRIMARY abc AFFILIATE

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

THE TRAGIC TOLL OF A TROUBLED TIME

When Harold E. Fellows took office as president of the NAB in 1951, he told BROADCASTING: "Whatever I've got, I'll give to the job."

Last week he gave the last of it. On March 8 at the age of 60 he died in an oxygen tent in Washington's George Washington U. Hospital. A few hours earlier he had been stricken with a heart attack at the NAB office after returning from lunch.

In his service of nearly nine years, he devoted a seven-day week to the mounting problems he faced as NAB president. His health had been deteriorating for several years, forcing him at times to take brief periods to recuperate from fatigue and respiratory illness. He had been bothered, too, with a circulatory condition in his legs. Through this period of illness he had maintained his normal work load.

Recent months had been the most difficult of his administration, particulary after quiz-rigging scandals and payola charges had whipped up public indignation and legislative pressures for increased broadcast regulation by federal agencies.

The Last Day • Mr. Fellows had lunch March 8 with Allen W. Dulles, director of the Central Intelligence Agency, after sitting with the NAB Tv Finance Committee in the morning. Returning to NAB's headquarters, he sat down in the lobby complaining of shortness of breath. Staff executives called an ambulance, whose crew administered oxygen. He was able to talk for a while but the crew, headed for Georgetown U. Hospital, took him instead to George Washington U. Hospital, much closer, when his condition became worse in the ambulance.

En route to lunch he had talked briefly with an old acquaintance, answering a question about his health with the comment, "Oh, I just keep going."

Funeral services were held at noon, March 11, at Westmoreland Congregational Church, Washington. Burial was scheduled at Gilmanton, N.H., where he has maintained a residence for a number of years.

A simultaneous service for Mr. Fellows was conducted in Boston Friday noon at New Old South Church.

Surviving are Mrs. Fellows and two daughters, Mrs. Barbara Spangler, of Weston, Mass., and Mrs. Jeanne Edgerly Steele, of Brookline, Mass., and seven grandchildren.

Mr. Fellows belonged to a large number of civic, industry and social organizations as well as advisory committees to government agencies. Among government committees were the President's Advisory Council on Youth Fitness and President's Committee on Employment of the Physically Handicapped. He belonged to the Congregational Church. Fraternities were Theta Chi, Alpha Epsilon Rho and Alpha Delta Sigma. He was chairman of the board of Governors of the Broadcasters Club of Washington.

Hundreds of telegrams and messages were received from all parts of the world as news of his death was carried by press associations.

Honorary pallbearers at the funeral were members of the NAB Board and NAB department heads.

Mr. Fellows maintained a Washington apartment at Cleveland House, 2729 29th St. NW but spent as many weekends as work permitted at his farm home in New Hampshire. He flew almost fortnightly to Boston early in his administration when he lived at suburban Swampscot, continuing the practice when he moved to the farm.

A Massachusetts Man • Harold Everett Fellows was born March 22, 1899, at Amesbury, Mass., near Boston. He attended Haverhill (Mass.) High School, writing advertising copy after school. At 17 he was a student at New York U., studying business administration at night classes and working at the *New York Tribune* during the day.

From NYU he returned to Haverhill, going into the beef-selling business. He married Janet Edgerly June 10, 1919. After a day of beef-selling he would take a singing troupe to evening engagements all over New England. When he discovered people liked to hear him talk and tell stories, he dropped the singing act for monologues and the banquet circuit. He has always been at his best in front of an audience, a knack that helped build his broadcast industry popularity and provided literally thousands of opportunities to tell the broadcast message to audiences all over the nation.

In 1928 he did a program series on WEEI Boston. This led to a job at

meeting last week some directors felt the nominating committee should take its time, perhaps even waiting until after the presidential elections next November.

After the White House had announced Thursday that Frederick W. Ford would become FCC chairman, it was hoped he would address NAB's convention luncheon April 5. Traditionally the FCC chairman has occupied this speaking spot, just as all commission members take part in a convention roundtable.

The NAB convention program was left with a vacancy in the keynote spot with the death of Mr. Fellows. The keynote speech had been scheduled as the main event at the formal opening the morning of April 4.

Originally scheduled for March 9-11, the NAB board meeting in Washington was condensed into two days to permit attendance at the Fellows funeral. At two joint board sessions, the presiding officers were G. Richard Shafto, WISTV Columbia, S.C., Tv Board chairman, and F.C. Sowell, WLAC Nashville, Tenn., Radio Board chairman. Mr. Fellows had presided at joint board meetings in his capacity as NAB board chairman.

Chicago in '64 • The joint board decided to hold the 1964 NAB convention at the Conrad Hilton Hotel, Chicago. This interrupts the tradition of west coast conventions every five years. The 1961 convention will be held May 7-11 at the Shoreham and Sheraton Park Hotels, Washington. In 1962 and 1963 the conventions will be held at the Conrad Hilton, setting a pattern of three consecutive conventions in Chicago.

Next autumn's series of eight NAB Fall Conferences will open Oct. 13 at the Biltmore Hotel, Atlanta, winding up Nov. 21-22 at the Edgewater Beach Hotel, Chicago.

At the Radio Board meeting Robert L. Pratt, KGGF Coffeyville, Kan., urged expanded use of NAB promotional and public relations material. Reporting as chairman of the Radio Public Relations Committee, he said the committee had adopted a resolution giving "formal recognition to the skillful and strenuous efforts in behalf of radio public relations in recent months by the staff of NAB." Head of the NAB public relations staff is John Couric.

Richard H. Mason, WPTF-FM Raleigh, N.C., reported on fm activities as chairman of the NAB Fm Radio Committee. A special Fm Day April 3 will feature the opening of Chicago convention activities.

Increase Shown • A report showing an increase in NAB radio membership was submitted by Ben Sanders, KICD Spencer, Iowa, and William Carlisle, NAB station relations manager. Radio membership stands at 1,567 am and

Harry M. Frost agency as radio director. In 1931 he moved to Greenleaf Advertising Agency for a year and in 1932 became assistant general manager and commercial manager of WEEI. Five years later he was named general manager when CBS leased the station from Boston Edison Co. He was intensely interested as a station manager in civic and charitable causes, building a wide reputation for public service programming.

An Association Man • Mr. Fellows' NAB connection began with committee service during the forties. In 1947 he began a four-year term on the NAB Board of Directors where he served on the finance committee. His NAB record included service on the public relations committee and he was active in developing the Standards of Radio Practice that became effective in 1948. His finance activity gave him an insight into association problems that was helpful when he was named for the presidency in April, 1951, by a board-designated selection committee.

When Mr. Fellows took office, Judge Justin Miller shifted from the presidency to board chairman and general counsel. At the time Mr. Fellows took over the presidency, the board had been seeking someone with practical broadcast and business experience to serve as operating head of the association. Mr. Fellows met the specifications and quickly became an active president and administrator.

During his regime he led a ubiquitous life, visiting broadcasters, attending meetings, making as many as two and three speeches a day, and holding down one of the busiest desks in Washington. He beefed up some of the NAB headquarters departments and kept in touch with legislative and regulatory agencies in Washington. As an administrator, he gave department heads freedom to carry out their work on their own, interfering only when he wondered if results were not coming up to his expectations.

No Let-Up • For years his friends had cautioned him to slow down, especially during the press of broadcast scandals and adverse industry publicity. In February he spent a few days in Nassau but didn't seem rested after the brief vacation. His last public appearances in Washington were on Feb. 24 when he delivered the keynote address to the NAB State President's Conference and appeared on the platform the same day during the Voice of Democracy awards luncheon.

Since he became a national industry figure in 1947 he had been active in the fight for broadcast freedom. Last Jan. 26 he appeared at the FCC's hearings into its own powers, proposing in formal testimony a new "test of public responsibility" doctrine of FCC regulation in which licensees would justify their right to renewal by filing a narrative petition with the Commission. This doctrine was drawn up by a special NAB task force.

Last week was especially trying for the man who had been both president and chairman of the board of NAB since 1954. With broadcasting and its trade association embroiled deeper than ever in a crisis, he faced a major board meeting to prepare for the NAB convention April 3-6. It was the day before the board met that he died.

HAROLD E. FELLOWS
More than a heart could stand

473 fm stations compared to 1,473 am and 382 fm at the start of 1959.

A. James Ebel, KOLN-TV Lincoln, Neb., chairman of the NAB Engineering Advisory Committee, reviewed the FCC proposal to consider applications for waiver of the FCC's minimum tv station separation mileage.

Reporting for Television Information Committee, Mr. McCollough, TIC chairman, said approximately 150 tv stations are subscribers to Television Information Office. He predicted the number will be increased to 175 by the end of next month. Louis Hausman, director of TIO, outlined steps taken to improve industry image of television.

Mr. Revercomb, acting administrator, has had extensive experience at NAB. He had been the association's auditor from 1935 to 1943 when he entered the Navy. After the war he returned to NAB as assistant treasurer, leaving in 1950 to join National Assn. of Home Builders. He was named in 1956 to succeed the late C.E. Areney Jr. as secretary-treasurer. The board re-elected Mr. Revercomb last week.

Radio board members attending included F.C. Sowell, WLAC Nashville, Tenn., chairman; Thomas C. Bostic, KIMA Yakima, Wash., vice chairman; Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N.Y.; John S. Booth, WCHA Chambersburg, Pa.; Frank Gaither, WSB Atlanta; Hugh O. Potter, WOMI Owensboro, Ky.; Joseph M. Higgins, WTHI Terre Haute, Ind.; Ben B. Sanders, KICD Spencer, Ia.; Oden S. Ramsland, KDAL Duluth, Minn.; Robert L. Pratt, KGGF Coffeyville, Kan.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; George C. Hatch, KALL Salt Lake City; Floyd Farr, KEEN San Jose, Calif.; Robert J. McAndrews, KBIG Hollywood; Frederick Knorr, WKMH Dearborn, Mich.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; J.R. Linesay, WLBH Mattoon, Ill.; E.J. DeGray, ABC; Arthur Hull Hayes, CBS; P.A. Sugg, NBC; Richard H. Mason, WPTF-FM Raleigh, N.C.; Merrill Lindsay, WSOY-FM Decatur, Ill.

Tv board members attending were G. Richard Shafto, WIS-TV Columbia, S.C., chairman, and Payson Hall, Meredith Stations, vice chairman; Joseph E. Baudino, Westinghouse Stations; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; Clair R. McCollough, Steinman Stations; W. D. Rogers, KDUB-TV Lubbock, Tex.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Willard E. Walbridge, KTRK-TV Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.

Six directors, all on the Radio Board, were absent. They were Jack S. Younts, WEEB Southern Pines, N.C.; Mig Figi, WAUX Waukesha, Wis.; John H. DeWitt Jr., WSM Nashville, Tenn.; Rex Howell, KREX Grand Junction, Colo., Robert F. Hurleigh, MBS, and Harold Hough, WBAP Fort Worth.

Appreciation

Mrs. Janet Fellows, widow of NAB President Harold E. Fellows, voiced her appreciation and that of her two daughters, for the tributes and expressions of sympathy from industry, government, organizations and friends. "The warm friendship for Harold that is reflected in the flowers and the many messages that came to Washington in the last few days is deeply appreciated and my family and I would like to express our sincere gratitude. The kindness of all of our friends is a great consolation to us at this time."

NAB ADDING STARCH TO CODES

Tv: spot limit cut, N.Y. code office set; radio: standards open to non-NAB outlets

NAB's board of directors for the second time in three months strengthened the association's tv code structure and the standards of good practice for radio.

The NAB tv board of directors, acting on recommendation by the NAB tv code review board, voted to reduce the maximum number of spots in participating programs and to open a code office in New York.

The radio standards were opened to non-NAB stations and a scale of subscription fees was adopted.

Under the NAB board action, a paragraph was added to the tv code specifying that no more than five one-minute spot announcements may be presented in a half-hour participating program. The former maximum number of spots was six.

Less Irritation • Behind the move was a desire by code officials to reduce the irritation factor in participating programs, where commercial time allowances are more liberal than in the case of normal programs. In some areas tv stations were described as occasionally interrupting feature films and syndicated tv films as often as every five minutes with one-minute commercials. Reduction of the maximum number of spots in a half-hour participator from six to five is expected to help solve the irritation problem. This would expand minimum program segments between commercials from four to five minutes.

Donald H. McGannon, Westinghouse Stations, presented the tv code board's report to the NAB tv board. It was his final act as code board chairman. His term ends with the NAB April 3-6 convention, since he was ineligible for reappointment.

E. K. Hartenbower, KCMO Kansas City, becomes the new code board chairman. Size of the board was increased from five to seven (see photo legend this page). Appointments to the board were made by Harold E. Fellows, NAB president, prior to his death March 8.

Both the tv code and radio standards had been stiffened last Dec. 4 by the NAB directors to meet criticism that resulted from quiz-rigging scandals and payola charges.

New York Code Office • Another important tv code step was the decision to open a New York office in the near future. An assistant director will be in charge. He will report to Edward H. Bronson, tv code affairs director, who will continue headquartering at NAB's Washington headquarters. Constant contact with networks, advertisers and agencies will be possible in New York when the branch office is opened in that city.

A new executive assistant will be named for Washington headquarters to handle detail work. He will report to Mr. Bronson.

The West Coast office, servicing the tv film industry in Hollywood, will be expanded by addition of an executive. Frank Morris, an assistant director, heads the Hollywood code office.

Retiring chairman McGannon described the plan to increase the code budget to more than $250,000 compared to the original $125,000 budget last year (plus cost of Hollywood office added in summer). He praised the work of the personal products subcommittee under the chairmanship of Mr. Hartenbower.

Agencies, advertisers and stations have been cooperating in the board's effort to keep personal products commercials within the bounds of good taste, he told the tv board, mentioning recent revision of Ban (deodorant) commercials based on dramatic shots of revolving statues. This has led to improvement all along the line, he added.

Work May Grow • The New York office may be expanded as the tie with Madison Avenue develops. As in the case of the Hollywood office, the board is hoping to improve its effectiveness in keeping objectionable program material and commercials from getting on the air.

In approving the plan to put teeth into the radio standards of good practice, the radio board left details of enforcement to the radio standards of practice committee and staff.

The annual subscription rate will be 10 times the highest published one-time, one-minute spot rate with NAB member stations receiving a 40% discount (paying 60% of the rate). Maximum annual fee will be $360.

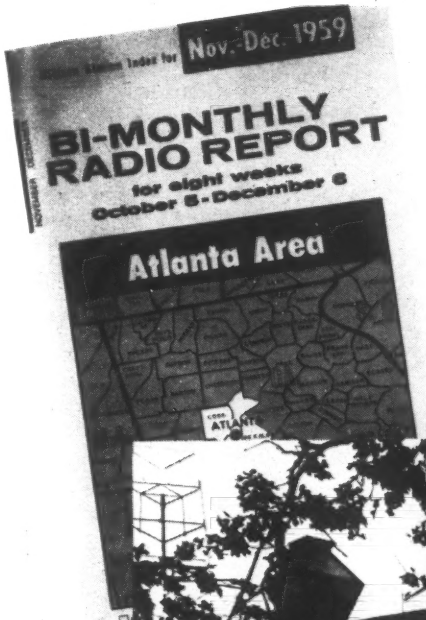
The teeth proposal and admission of non-member stations to the standards structure were voted Dec. 16 by the standards committee. In addition it adopted new standards language governing payola and other deceptive practices. This language was approved by the radio board in a mail ballot.

NAB's present standards were approved in the spring of 1948, with a number of amendments added from time to time. The standards committee's work in strengthening the code was reviewed by Cliff Gill, KEZY Anaheim, Calif., committee chairman, at the FCC's recent hearing on its regulatory powers. The radio board adopted a resolution commending Mr. Gill for his FCC testimony.

From five to seven • NAB's tv code review board was expanded by two members at March 9 meeting of association's tv board of directors. E. K. Hartenbower, KCMO-TV Kansas City, who had been head of the code board's personal products subcommittee, becomes tv code chairman effective with the NAB April 3-6 convention in Chicago. Donald H. McGannon, Westinghouse Stations, retires as code board chairman.

New members named to the code board were George Whitney, KFMB-TV San Diego, Calif.; Robert W. Ferguson, WTRF-TV Wheeling, W.Va., and James M. Gaines, WOAI-TV San Antonio, Tex. Continuing on the board are Gaines Kelley, WFMY-TV Greensboro, N.C.; Mrs. A. Scott Bullitt, KING-TV Seattle, and Joseph Herold, KBTV (TV) Denver.

L to r: Messrs. Hartenbower, Whitney, Ferguson, Gaines, Kelley, Mrs. Bullitt; Mr. Herold. This comprises the board as it presently stands.



WSB RADIO FIRST IN AUDIENCE 92% OF THE TIME

-with 17 stations operating in the Atlanta area!

"White Columns" on Peachtree, the home of WSB Radio

Latest Nielsen on Atlanta reveals a handsome bonus being shared by WSB Radio advertisers. This station's audience was up 18% in the morning, up 10% in the afternoon. Nighttime dominance over the field was more marked than ever!

Of total quarter-hour periods measured WSB Radio was first in audience 464 times. Station No. 2 led 28 times and Station No. 3 was first 6 times.

In March WSB Radio enters it 39th year of service to the South. And for each consecutive year this station has been the overwhelming favorite of Southern listeners. Certainly your advertising in Atlanta belongs on WSB Radio.

WSB Radio

The Voice of the South / Atlanta

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval.*

• KWHK Hutchinson, Kan.: Sold by J.D. Hill to group headed by Vern Minor, KWHK manager for $200,000. KWHK is on 1260 kc with 250 watts.

• KSIJ Gladewater, Tex.: Sold by Frank O. Myers to Ellis and Radford Tidmore and Delwin Morton for $79,500. KSIJ is 1 kw daytimer on 1430 kc. Transaction was handled by Patt McDonald Co.

3M MAY BUY 25% OF MUTUAL

Negotiations are underway by the giant Minnesota Mining & Manufacturing Co., St. Paul, to acquire a 25% interest in the Mutual Broadcasting System.

Reports current last week were partially confirmed by Minnesota Mining. A spokesman for the company said that "the company was approached by the present owners of the network and after listening to the presentation has agreed to consider acquiring some financial interest in MBS." Company sources refused to go into further detail.

MBS is now owned by Albert Gregory McCarthy Jr., who holds 50% interest; Chester H. Ferguson, Tampa, Fla., attorney, who holds 25%, with a third entity which was supposed to acquire the remaining 25%. The McCarthy-Ferguson group acquired MBS in July 1959 following the Alexander Guterma debacle.

GEN. SARNOFF'S CRISIS TALK

Urges conference of opinion leaders to analyze tv's role in American life

Brig. Gen. David Sarnoff, RCA board chairman, last week urged the broadcast industry to initiate an annual conference of the nation's opinion leaders to "analyze the role of television, in all of its aspects, in American life."

Gen. Sarnoff spoke in New York March 10 at the 20th anniversary dinner of the Radio & Television Executive society. He received the RTES' first gold medal award for outstanding achievement in broadcasting.

He described the "primary demands of the hour" for the broadcaster as: "To resist any form of direct or disguised censorship, to defend the freedom of broadcast communications won over 40 years; [and] to improve and diversify the quality of the mass appeal program service."

It was Gen. Sarnoff's first public address dealing with the industry crisis.

He explained he had remained silent because "I realized that the defense of the industry's position was in the hands of men like Dr. Frank Stanton [CBS Inc. president], my son, Robert [NBC board chairman] and other capable leaders who hold the reins of day-to-day operations." But, the general said, he could not "ignore events and proposals that threaten to make more remote, or even to blot out" the most promising of the "unlimited horizons in the electronic age" (which was the theme RTES assigned to him).

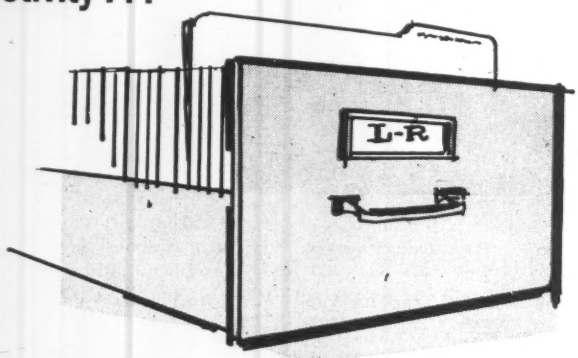
The RCA board chairman and broadcast pioneer was quite specific as to how he visualized such a conference: It would be sponsored "through an appropriate industry organization . . . along the lines of the highly successful American assembly of Arden House." (Arden House is a retreat area on the Hudson River outside of New York City where Columbia U. sponsors symposiums for prominent leaders to discuss a wide area of affairs both national and international.)

No Klieg Lights • Gen. Sarnoff proposed that leaders of "all areas of American thought and endeavor . . . in government, religion, education, business, labor, advertising and publishing" exchange views and seek new ideas, clarify issues and explore new services "away from klieg lights, microphones, printing presses."

He said the meeting would be "no summit conference conducted in secrecy for the purpose of deciding the fate of television" nor a move by the broadcaster to shift his "obligations" to someone else. "To seek informed advice is not to abdicate responsibility; it is the timorous leader, not the bold one, who fears fresh ideas or a change of status."

Gen. Sarnoff suggested that perhaps

Selectivity . . .



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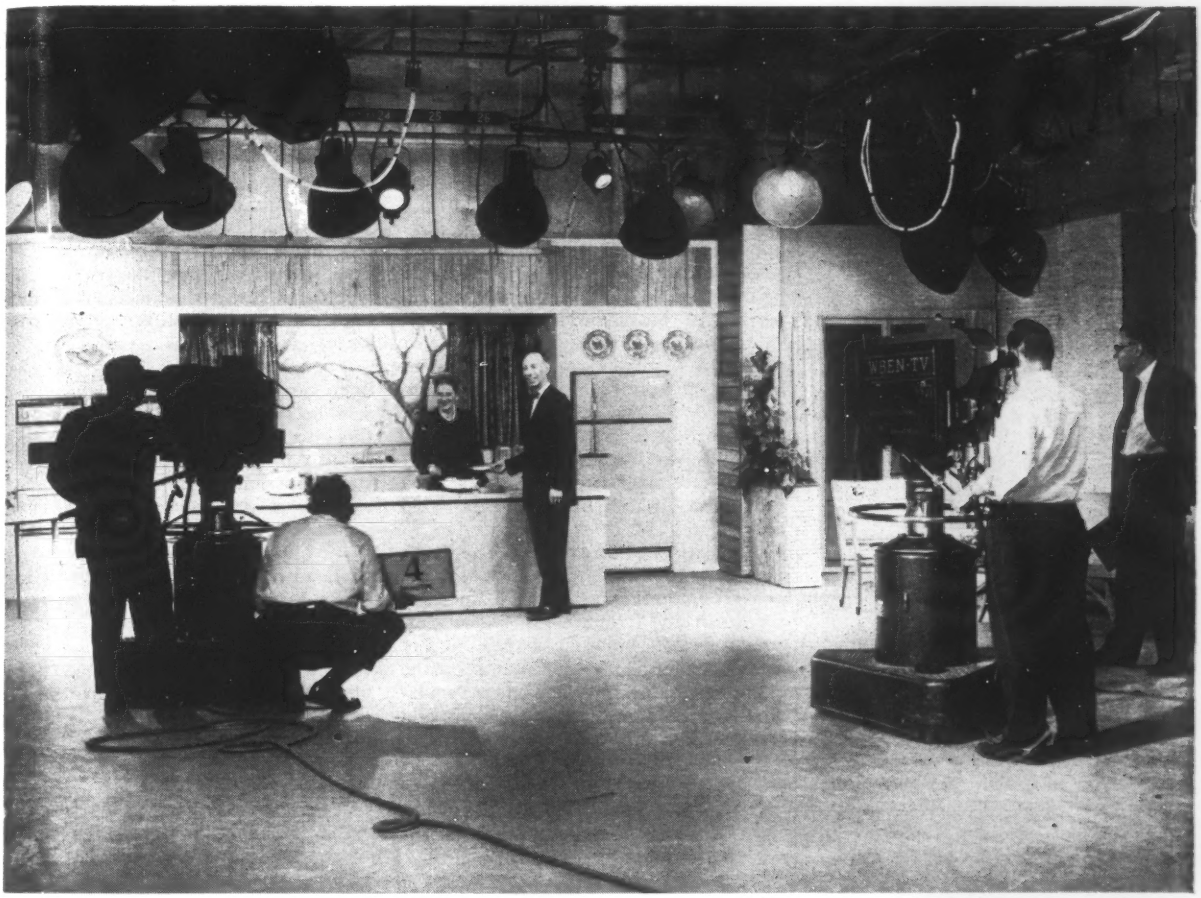

plenty of SPACE for selling!

WBEN-TV covers 17 counties in New York and Pennsylvania, and beams a quality picture into the Toronto-Hamilton area of Canada. That's 20,000 square miles—4,000,000 people. Plenty of space to sell in—plenty of people to sell.

WBEN-TV has added more "space" in another dimension—with its spacious modern studios. Advanced electronic equipment and perfect lighting are added reasons for using the station that already leads in programming and in audience. Let us give you facts on how your TV dollars count for more on Channel Four.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo

ASK
THE MAN WHO LIVES HERE

A genuine and active interest in serving its audience, its industry and its clients has made Portland, Oregon's KOIN-TV one of the nation's truly influential advertising media.

Extra performance in community service, such as the programming of hard-hitting station-filmed documentaries on such controversial local problems as air pollution and sanitation, has helped to earn the friendly confidence of its audience . . . confidence which brings response and results for KOIN-TV advertisers. Backed by the combination of widest area coverage* and highest audience ratings, this makes KOIN-TV one of the nations' outstanding advertising media.

KOIN-TV
PORTLAND CHANNEL 6

One of the Nation's Great **Influence** *Stations, Represented Nationally by CBS-TV Spot Sales*

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen—NCS No. 3).

such a conference could be held under "academic auspices" and would benefit from a "period of reflective calm in which to assess its progress, its mistakes, its prospects."

In view of the "tempo of television's growth," Gen. Sarnoff said he found it "remarkable that television has made as few serious errors as it has; and that the errors, serious as they were, have not been irretrievable."

One error, however, he warned could be irretrievable: that of government censorship of programming.

Acquiescense in any proposal for more laws, regulation or control of broadcasting, no matter how well intentioned, would be a serious error. Gen. Sarnoff asserted that people who would have "a little censorship" if applied to tv "trip over their own semantics. Either you have censorship or you don't."

Freedom and Progress • The RCA chairman said he need not repeat the "basic presentations" of the industry set forth in "voluminous and expert testimony of industry leaders" other than "my strong endorsement of the stand that more laws and more regulation can only mean less freedom and less freedom can only mean less progress."

Gen. Sarnoff saw these areas of agreement in his evaluation of tv's "public stance": few would argue tv ought to be abolished because of the "temporary quiz tarnish"; responsible men in broadcasting had no part of "and never attempted to defend 'rigging' and 'payola'" and "moved with dispatch" to install safeguards in the future. He found too, that in the broader sense it is agreed that sooner or later the tv criticism will come into focus as an indictment "not just of television but of the entire society of which it is a part."

Though "never pleasant to see one's linen on public display," Gen. Sarnoff said he thought the industry in the future would be thankful for the spotlighting of its shortcomings by responsible government agencies.

The industry, Gen. Sarnoff declared, logically must encourage viewer selectivity (of programs) as the sound way to continue program improvement. "As the audience for the best grows," he asserted, "so will advertiser interest grow. as sponsorship of the best grows, so will the volume of the best be increased, and so will the desire to range afield for new categories in which to provide the best."

GOVERNMENT

FREE TIME FOR POLITICIANS?

Senate bill would give presidential candidates 2 hours weekly for 2 months

Six Democratic senators last week introduced a bill to require tv stations and networks to turn over two prime evening hours weekly to the presidential candidates of the major political parties for the eight weeks preceding elections.

The free time bill (S 3171) was offered Thursday by Chairman Warren G. Magnuson (Wash.) of the Senate Commerce Committee and Sen. A. S. Mike Monroney (Okla.), the committee's third ranking Democrat. During a short debate Sens. John O. Pastore (R.I.) of the committee's Communications Subcommittee, George A. Smathers (Fla.), another committee member, and Frank Church (Idaho) and Estes Kefauver (Tenn.) added their names as co-sponsors. Other senators were invited to co-sponsor the measure.

The bill's sponsors envision a "debate" type format, with each major party presidential nominee using an hour each but does not specify that the two hours be consecutive. Introduction of the bill followed along lines suggested Sunday in *This Week* newspaper supplement by two-time Democratic nominee Adlai Stevenson. CBS noted its president, Frank Stanton, made a similar proposal in 1955.

S 3171 would restrict eligibility to the presidential nominee of a party which received at least 4% of the total popular vote at the previous election. Thus it would eliminate from consideration all splinter parties polling less than 4% of the vote four years ago and also would eliminate any sizable "third party"—such as States Rights—until four years after such a party amassed 4% or more of the total vote.

Hope For Hearing • Sens. Magnuson and Monroney both expressed hope hearings could be held and action taken by the Senate in this Congress, which recesses about July 1. Sen. Pastore said on the floor he is ready to begin "immediately" with hearings by his Communications Subcommittee as soon as the current Senate debate on civil rights ends. But another senator said that in view of the bill's importance to the coming election campaign, Sen. Magnuson may decide to hold hearings with the full Commerce Committee.

No proposals have been announced for a similar bill in the House.

The Senate bill would require the

Playing the percentages:

(or the art of successful TV sponsorship)

	Score for prime time half-hours*	
	1st or 2nd place	3rd place
ABC-TV	29	6
NET Y	29	6
NET Z	12	23

*SOURCE: NATIONAL NIELSEN REFORT, 2 WEEKS ENDING FEB. 7, 1960, SUN.—SAT., 8-10:30 PM, AVG. AUDIENCE PER MIN.

The smart money in TV rides the winners—shows that show up first or second consistently in share of audience. As the figures show, you've got 5 out of 6 chances of picking a winner when your money goes on ABC or Net Y—it's a toss-up between them—but only 2 out of 6 chances on Net Z. And the figures themselves are most significant... being taken from a national Nielsen at the season's peak viewing period. (What isn't a toss-up is ABC's edge in younger homes, with growing, consuming families. And ABC's lead in cost efficiency: $2.88 per M.) **ABC TELEVISION**

ANOTHER
QUEBEC
"FIRST"

NOW
AVAILABLE
FOR
FULL
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Reps: Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.
Weed Television Corp.

FCC, the networks and stations to agree on weekly dates for the presidential candidates' tv appearances for the eight weeks from Sept. 1 to the November elections, with the proviso that the date for the last week be on the Monday preceding the Tuesday election day in November. (They presumably would agree also on whether to alternate the order of appearance for each week if the two hours are required to be consecutive.)

The presidential candidate of each party would be authorized to designate the vice presidential candidate to use up to two of the half-hour periods given him, but no one else could use the time. If the presidential candidate of one party declined to appear it would not disqualify his opponent.

The measure would require the FCC, networks and stations to arrange for simultaneous telecasts in all time zones "to the extent possible" and independent stations presumably would be required to hook into one of the networks to carry the telecasts. Where this would not be possible, the station would be required to carry a delayed telecast, but the candidates would have to pay the costs of taping or kinescoping and "distribution."

No Costs Given • The bill did not specify how cable costs would be split, if so, among networks and stations. The bill would relieve networks and licensees of any responsibility for commercial contracts for programs preempted by the political telecasts. No commercials would be allowed during the broadcasts.

The measure does not amend the Communications Act, but provides that Sec. 315 will be inapplicable where its provisions are involved. Networks and stations would be required to report on use of their facilities for the political telecasts and such reports would be considered by the FCC at license renewal time in determining whether they had carried out their public interest obligations. The bill would prohibit censorship of a candidate's speeches.

Sens. Magnuson and Monroney both conceded the final total time arrived at in hearings might be less than that proposed in last week's bill (e.g., an earlier draft provided a half-hour weekly for each candidate, plus 15-minute rebuttal periods, the same as that suggested by Mr. Stevenson. This would mean a total of 1½ hours rather than two hours.)

Sen. Magnuson said the proposed bill had been discussed with the chairmen of the two major political parties and with representatives of the networks and stations. He noted that consideration of the bill should come as soon as possible because "time is short" before the election campaign.

Free Time for Congress • He said proposals had been made to give free time also to candidates for the Senate and House, but that this "poses more practical problems" for licensees and networks. He felt the "beginning" should be made on the presidential level and discussion on free time for lesser offices might be acted upon "in the future."

Sen. Monroney said he felt there would never be a time when the selection of a president means "so much to the preservation of the nation as at this time." The choice, he said, should be on knowledge and understanding of the issues, rather than the "hoopla, Fred Waring orchestra, singers, stand-ins, stage settings and other theatrical mechanics that have dulled and blunted" televised past political presentations.

Sen. Pastore noted such a bill cannot be liberalized to extend to small minority parties because of the dilemmas that have "plagued" tv and radio in the past from such groups.

Also commending the purposes of the bill were Sens. Francis Case (R-S.D.), John Stennis (D-Miss.) and Gale McGee (D-Wyo.).

WSPA-TV answers request for rehearing

WSPA-TV Spartanburg, S.C., last week answered the third request of two South Carolina uhf stations to subpoena correspondence between WSPA-TV and CBS-TV. WAIM-TV Anderson and WGVL (TV) Greenville have charged that Walter J. Brown, chief owner of WSPA-TV, made *ex parte* contacts with members of the FCC and cited a July 10, 1954 letter in the case.

In answer to the latest move, WSPA-TV stated that the correspondence in question was turned over to the uhf stations' counsel and its receipt acknowledged on July 11, 1955. The record shows that the stations had access to all of the WSPA-TV and CBS files up to that date, WSPA-TV maintained.

The conversation (between Mr. Brown and then FCC Chairman Rosel Hyde) referred to in the letter, WSPA-TV stated, had to do with the question of whether the court of appeals would be asked to hold a special summer session to hear arguments in the case.

The 6-year-old case began when the FCC granted WSPA-TV permission to move its transmitter and increase power. The court of appeals has remanded the case back to the FCC, which has quashed two earlier subpoena requests.

The Broadcast Bureau on March 10, said that the hearing examiner's earlier denial "was sound." The bureau asserted that the protestants had not shown need for the letters sought. WGVL (TV) withdrew Feb. 23.

BIG COVERAGE
BIG AUDIENCE
LITTLE COST

WCKY IS SOME BUY!

It's **that** simple. When it comes to the numbers that count, no other Cincinnati station even comes close to WCKY. And what numbers! 50,000 watt power sprays a 16-State area; huge circulation stacks up hundreds of thousands of different homes weekly; rock-bottom rates knife that cost-per-thousand down to pennies. Divide them; add them; multiply them; slide-rule them. They come out to this: WCKY is some buy — for Cincinnati and the Tri-State area.

WCKY-RADIO
50,000 WATTS
CINCINNATI, O.

FTC'S NEW TARGET: PLUGOLA

Now investigating 8 hidden plug firms

Another under-the-counter payoff in broadcasting is getting the Federal Trade Commission's attention. The practice: Plugola.

This is FTC Chairman Earl W. Kintner's ugly-sounding word for the alleged widespread practice of hidden commercials in radio and tv programs. He first made known the FTC's interest in this practice in testimony before the House Oversight Committee March 4. He went into detail on the subject last Wednesday (March 9) in a speech to the Philadelphia chapter of the Federal Bar Assn.

The FTC has undertaken a formal investigation into eight firms which engage in this surreptitious practice, Mr. Kintner told the Philadelphia lawyers. These firms, unidentified, "appear to solicit a cross segment of American industry to buy hidden plugs or commercials on regularly sponsored tv programs," Mr. Kintner said.

Costs of the unofficial commercial varies from $200 to $275 for each plug, Mr. Kintner noted. He said that one firm assured prospective clients that it could promise the following:

- Visual and audio identification of the product.
- 15-20 words of descriptive copy delivered simultaneously with visual identification.
- Copy prepared and written by the person paying for the plug.
- Advance notice of dates on which plugs will appear.
- A recording of the broadcast plug.

The "hidden persuaders" are planted through tv writers, prop men, producers, entertainers, directors and cameramen, Mr. Kintner declared.

[BROADCASTING Magazine's own investigation of the free loader was extensively covered in the lead story of the May 21, 1956 issue.]

More on Payola • In discussing payola, Mr. Kintner mentioned some of the variations on straight cash transactions by which record makers and distributors paid off disc jockeys and other station employes:

Royalties on records, buying advertising in "hit sheets" published by disc jockeys, paying for record label listing in these private publications, reimbursement to the disc jockey for the appearance of a recording artist on a disc jockey program or at record hops, the supplying of artists free of charge at record hops and expensive gifts.

It is common practice, Mr. Kintner said, for record manufacturers to supply gratis to distributors 300 records for every 1,000 they order. These "freebies," as they are known, he said, are commonly sold as regular merchandise and the proceeds are used to pay off disc jockeys.

The FTC has issued 60 complaints on payola and has already signed 16 consent judgments. Mr. Kintner revealed that the trade commission is investigating 95 additional music firms. Involved in the 60 complaints, he said, were 255 disc jockeys or other employes of broadcast licensees in more than 56 cities in 26 states. At least seven licensees received payola, he said.

Mr. Kintner repeated again his opposition to proposals which would have the FTC approve advertisements before they appear in print or on the air. He said it would tax the physical capacity of his agency "and would impose an unnecessary and frightening burden on industry."

FCC first witness at Harris hearing

The FCC will be the first witness tomorrow (Tuesday) at 10 a.m. when the House Commerce Committee headed by Rep. Oren Harris (D-Ark.) begins hearings on federal agency "code of ethics" and other bills before it. Agencies will appear in the order the acts creating them are listed on HR 4800, one of the bills being considered.

A spokesman for Rep. Harris has said still other bills, incorporating recommendations of the House Legislative Oversight Subcommittee last month (AT DEADLINE, Feb. 8), possibly will be discussed if they have been introduced by that time. Several bills are in the drafting stage, it was said last week.

Bills under consideration are: HR 4800 to prohibit improper influence on agencies, set up ethical standards for agency members and employes, bar off-the-record contacts during pending proceedings, provide for agency members' election of their own chairman, make agency members more responsible and clarify the power of the President to remove agency members for cause; HR 6774 to prohibit *ex parte* presentations; S 1735 to repeal the honorarium provision for FCC members; S 1736 to eliminate the requirement for an oath in certain papers filed with the FCC; S 1738 to redefine the duties of the FCC review staff, and S 1965 to require an agency member whose term has expired to serve until his successor is appointed and has qualified. The last four bills have been approved by the Senate.

*All good things that exist are the fruits of originality**

* *John Stuart Mill "Liberty"*

In Rochester it's KROC-TV for original programming (80% plus of the viewing audience proves it!)

ROCHESTER AREA RETAIL SALES: $432,413,000

KROC-TV NBC — CHANNEL 10 — ROCHESTER MINNESOTA

Represented by Meeker Co.

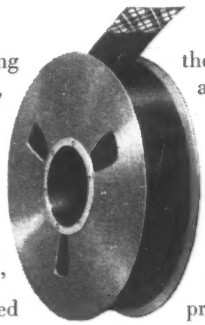
G. David Gentling, gen'l. mgr.

HARRY S. HYETT COMPANY, MINNEAPOLIS — ELISABETH BECKJORDAN, NETWORK REPRESENTATIVE

SEE VIDEO TAPE IN ACTION: WATCH VICTOR BORGE IN "ACCENT ON MUSIC," MARCH 18, NBC-TV, 8:30 PM—EST

BORGE IS SPECTACULAR

on "SCOTCH" BRAND Video Tape



☐ The accent will be on music for the forthcoming Pontiac Star Parade Special, March 18. And in it, Victor Borge will be picture-perfect thanks to the miracle of video tape. Thousands of great moments in television, ranging from rebroadcast of the knockout round of a championship fight, to a "live" looking commercial that wasn't "live" at all, to a smooth network production that appeared so perfectly "live," were telecast on "SCOTCH" BRAND Video Tape. ☐ Video tape has revolutionized the television industry, cut production costs sharply and made schedules more flexible. It has provided more ideal rehearsal conditions, eliminated fluffs and minimized shooting time. It has brought about production possibilities limited only by the imagination of the user. ☐ "SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the research that keeps 3M magnetic products first in proven quality for professional use.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

"Scotch" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

BLOCKBOOKING TRIAL BEGINS

First week hears testimony of only three witnesses out of more than 100 to appear

The blockbooking case against six distributors of feature films to television opened in New York last Monday (March 7) and crawled at a snail's pace throughout the week, leading the presiding judge to comment: "It looks as if we'll still be in the trenches by Christmas."

Only three witnesses—all associated with WTOP-TV Washington—had testified for the government by last Thursday evening (March 11). The government elicited testimony to advance its contention in the civil antitrust suit that stations were compelled to buy features in "packages," thereby acquiring both wanted and unwanted product.

In cross-examination, defense counsel attempted to show that buying and selling in bulk constituted an "accepted practice" of the tv industry and met the programming requirements of stations. The defense also attempted to develop the thesis that "coercion" was not implicit in selling film product in bulk but this sales procedure was part of a traditional negotiation process.

The companies on trial (their feature packages in parenthesis) are: Loew's Inc. (MGM), Screen Gems Inc. (Columbia), Associated Artists Productions Inc. (Warner Bros.), National Telefilm Assoc. Inc. (20th Century-Fox), C&C Super Inc. (RKO) and United Artists Corp. (its own films and those of independent producers). Associated Artists is now United Artists Associated and handles both Warner Bros. and RKO Pictures. It acquired the RKO films following the initiation of the suit in the spring of 1957.

Three Witnesses • The lead-off substantive witnesses were John S. Hayes, president of WTOP - AM - FM - TV; George Hartford, vice president and general manager of WTOP-TV and Thomas Jones, program manager of WTOP-TV until last June and now program manager of WJIM - AM - TV Lansing, Mich.

Mr. Hayes was praised on several occasions by U.S. District Court Judge Archie O. Dawson, who characterized him variously as "brilliant . . . intelligent . . . articulate . . . forthright." In essence, he made the point that during negotiations with the various film companies, they offered him films in varying numbers and he emphasized that he preferred to select the number of films and the features themselves.

He recounted that both C&C and MGM-TV had attempted to interest him in the purchase of their complete libraries, each numbering in excess of 700 features. Mr. Hayes reported that in 1956 he had told Matthew Fox, C&C president, that he would consider buying about 200 of the RKO films and he quoted Mr. Fox as replying that he would have to "think about" this proposal. Regarding the MGM library, Mr. Hayes continued, he was advised by one of the company salesmen that he could not consider a suggestion to sell less than the entire library since it contravened MGM-TV policy at that time (January 1957).

Under cross-examination by Louis Nizer, who is representing UA, Loew's and AAP in the proceedings, Mr. Hayes recounted that several months later he had bought 120 features at $2,100 each with two options to purchase 240 additional films. He added that WTOP-TV had exercised no option. (In this connection, a government contention is that only after the antitrust suit was begun in March 1957 did MGM-TV institute a general practice of selling less than a complete library, when requested.)

Mr. Hartford testified that early in 1956 WTOP-TV bought a package of 26 features from Screen Gems and in the summer of that year also acquired a package of 52 SG pictures. He said he would have preferred buying fewer pictures from each package and indicated the transaction could not have been completed if the station had imposed this condition. He conceded he was permitted to cull out several musicals and other features were substituted.

Condition Nine • A heated exchange erupted during cross-examination of Mr. Hartford by Mr. Nizer who dramatically produced a contract signed by the station with UA for the "Award 52" package in mid-1957. He pointed to a condition nine or disclaimer clause, which stipulated that pictures could be contracted for on an individual basis.

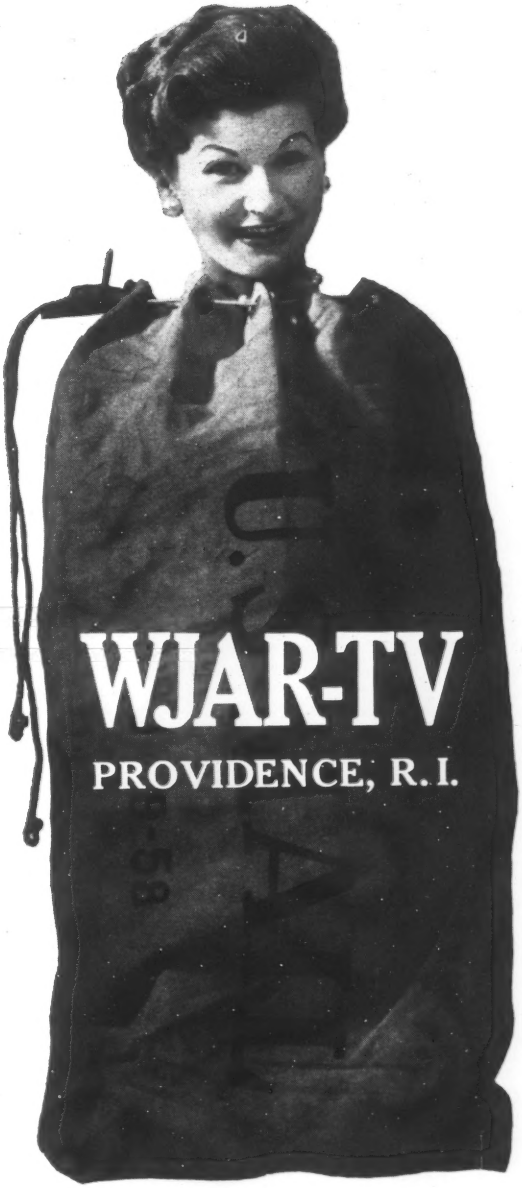
Mr. Hartford replied that though he personally was not acquainted with the clause, it was his understanding that if the station wanted to acquire "desirable" pictures, it would sign the contract with the clause. Judge Dawson, showing surprise and anger, barked: "Who is lying here?" Mr. Hartford, slightly abashed, said: "I am telling the truth, Your Honor."

Leonard R. Posner, Justice Dept. counsel, asserted the clause nine "club" would be cited by many other witnesses too.

In negotiating for 100 pictures from MGM-TV, Mr. Jones told the court that C.P. (Pete) Jaeger, then the film company's sales representative, "had the attitude throughout that he did not enjoy what he was doing but did what he was supposed to do." WTOP-TV did not want to take any features from the two lowest levels out of seven qualitative categories, Mr. Jones said, but did ultimately buy them in a package containing 120 features. The issue of the film company's disclaimer clause was again raised. Mr. Jones said he remembered that when he read the contract he had said, "I'm reluctant to sign my name to this because it doesn't represent the truth." Asked if he did sign the clause in question, Mr. Jones replied affirmatively. Asked for a reason, Mr. Jones said, "We needed some of the pictures badly."

'Ridiculous Performance' • Judge Dawson repeatedly expressed dissatisfaction, even exasperation, with the pace of the trial. He described the government's intention to call more than 100 executives from more than 50 stations "a ridiculous performance . . . and a disgrace to the enforcement of antitrust laws." Warming up to his annoyance, Judge Dawson, at one point, asserted that he felt like going to the attorney general and resigning, rather

OPENING WITNESSESS HAYES, HARTFORD & JONES



Compliments by the sackful!

Across our desk come letters of honest and sincere praise like the letter from the Navy wife who wrote: "Your station has always afforded the finest entertainment . . . we have lived in many parts of the country and never before have I enjoyed watching television as much." The satisfaction of our viewers, as expressed by the volume and content of our mail, is more impressive, we think, than any rating picture could be.

NBC
abc

Represented by

Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

than having the case tie up his court for many weeks.

His feelings were directed judiciously toward both counsel for the government and defense. He interrupted each side often with the admonition: "Let's get down to the meat of the case—the basic issues. Is this blockbooking or isn't it?"

The case is regarded as an extension of the Paramount case, under which block booking in the motion picture industry was outlawed under the terms of the Paramount consent decree of 1948.

Gila Broadcasting Co. in FCC hot water

The licensee of six Arizona broadcast stations last week found itself on the brink of deep trouble. Gila Broadcasting Co., licensee of KCKY Coolidge, KWJB-AM-FM Globe, KVNC Winslow, KGLU Safford, and KCLF Clifton, all Arizona, was directed by the commission to state why its renewal applications should not be designated for hearing. Gila was told in a 309(b) letter that the following charges had been made:

• A management contract entered into between Gila and Radio Assoc. Inc. provided that Radio Assoc. was not to have any voice in control or direction of the station chain. However, the FCC indicated that Radio Assoc. had asserted complete control.

• Licensee records filed with the FCC indicated that President L.F. Long had from 1938 through 1959 held 50% interest in Gila. The Commission said, however, that during this period his holdings had ranged from 40% to 75% and this was never reported to the agency. In addition, Mr. Long was convicted of violating income tax laws and fined $5,000 in December, 1959.

• Certain Gila stations have been operating with transmitters unattended and station logs have been falsified for the unattended hours.

• An unlicensed transmitter has been in operation for a year and a half at KCKY.

In addition to its present difficulties Gila has been accused of breach of contract. Willard and Wilma Shoecraft complained to the FCC that they had paid $1,500 to Gila as an option agreement to purchase three stations but that Gila instead entered into an agreement with Earl Perrin Co. for the sale of all its stations. The Shoecrafts told the commission that they are suing Gila for $100,000 (BROADCASTING, Feb. 29).

Attention
NAB GOLFERS

BROADCASTING's annual NAB golf tournament will be held, rain, snow or shine, Sunday, April 3, at the beautiful 27 hole Midwest Country Club (above), Hinsdale, Ill. To qualify for one of the trophies, contestant must play 9 holes. Tee-off time 10 a.m. Golf clubs available for rent. Transportation provided, if desired. Sign up today.

MAIL THIS RESERVATION TODAY, TO:

BROADCASTING, 1735 DeSales St., N. W., Wash. 6, D. C.

Name .....

Address .....

Firm .....I will want a ride to the club ☐

April 3 ***Tee-off time: 10 a.m.***

FCC bureau questions an initial decision

The Broadcast Bureau told the FCC last week that an initial decision awarding ch. 2 in Terre Haute, Ind., to an existing tv station "will leave the public of Terre Haute precisely where it is now . . . with only one television station to satisfy its needs."

The commission on Dec. 9 awarded a modification of license to WTHI-TV to move from ch. 10 to ch. 2. Illiana Telecasting Corp. had filed for a construction permit for ch. 2. The bureau said that an FCC grant to Illiana will tend "to improve the general competitive situation . . . by the establishment of a second station in Terre Haute."

Illiana, in exceptions filed last week, asserted that WTHI-TV had no "valid reason for its proposal to move . . . to ch. 2." The sole purpose, Illiana suggested, was to "perpetuate their monopoly position."

Wabash Valley Broadcasting Corp., licensee of WTHI-TV defended its position by stating that it had applied immediately for ch. 2 when it became available. This created "a potential vacancy on ch. 10 and Illiana and other newcomers could have applied for the channel. In assuming the burden of competing with the existing station, we think Illiana assumed the burden of demonstrating very substantial superiority. This it has failed to do," Wabash asserted.

FCC grants new uhf, etv and translator

Three tv grants were made by the FCC last week . . . one commercial, one educational and one translator.

The commission granted the application of the West Coast Telecasting Corp., Clearwater, Fla. to operate on ch. 32. Owned by a group headed by George E. Reynolds Jr., the station will operate with 9.33 kw visual and 5 kw aural with an antenna height of 280 ft. above average terrain.

A construction permit was granted to the Weber County School District, Ogden, Utah, to operate a noncommercial educational station on ch. 18. The new station will operate with .45 kw visual and .225 kw aural with an antenna height of minus 850 ft.

Mid-Columbia Community Tv Corp., The Dalles, Ore., and Goldendale, Wash., was granted a cp for a new translator station on ch. 73. The station will reproduce programs of KGW-TV (ch. 8) Portland, Ore. Mid-Columbia, a group headed by H. D. Delano, is also licensed to translate programs of KPTV (TV) (ch. 12) Portland.

IN THE HILL HOPPER . . .

Here are capsulated versions of congressional legislation of interest to broadcasting and allied fields:

S 3171. Sens. Warren G. Magnuson (D-Wash.), A.S. Mike Monroney (D-Okla.) and four others—would require tv networks and stations to provide a total of three hours weekly of prime time to presidential candidates of the two major parties during eight weeks preceding an election. Senate Commerce Committee. March. 10.

HR 11043. Rep. Thomas M. Pelly (R-Wash.)—would make it a crime to import reproductions of instrumental music intended as background sound for U.S.-produced tv shows for presentation on commercial tv stations or for movies in commercial theatres. (Judiciary Committee. March 10.)

HR 11040. Rep. David S. King (D-Utah)—would authorize the FCC to license vhf boosters previously constructed without authorization. Commerce Committee. March 10.

HR 11041. Rep. David S. King (D-Utah)—would place catv systems under FCC regulation and define them as broadcasting stations, not common carriers. Commerce Committee. March 10.

FCC denies requests for 1030 kc stations

The FCC last week denied requests for immediate additional use of a clear channel frequency pending outcome of proposed rulemaking.

On pleadings by WBZ Boston and WABC New York, the commission denied the requests of Northern Calif. Bcstg. Co., Sacramento, and Stokes Gresham Jr., Elwood, Ind., for new stations on 1030 kc. KATR Corpus Christi, Tex., already operating on 1030 kc, was denied an application to make operational changes.

The frequency in question is considered a 1-A clear channel according to FCC proposed rulemaking of Sept. 18, 1959 (BROADCASTING, Sept. 28, 1959). The commission has ruled that no new allocations to the clear channels shall be made until finalization of the rulemaking. Accordingly, the three applications for use of 1030 kc were returned to the pending file.

Mack found fit to stand trial

Former FCC Commissioner Richard A. Mack was discharged from a Miami hospital last week and found fit to stand trial.

Mr. Mack and his friend, Miami attorney Thurman A. Whiteside, are scheduled to be tried in federal district court in Washington for the second time April 25. They are charged with conspiring to throw the award of Miami ch. 10 to National Airlines. The first trial ended with no verdict when the jury failed to agree.

Mr. Mack was admitted to Jackson Memorial Hospital last January at the request of his father. The senior Mr. Mack stated that his son was drinking heavily and showed signs of a mental breakdown.

The former FCC member was released from the hospital and judged sane after examinations and tests lasting a month. The hospital's chief psychiatrist found "no evidence that this man is suffering from any major mental disease."

"I'll be there. I want to get it over with," Mr. Mack was reported as saying when he was asked whether he would be in Washington when the retrial commences.

Mr. Mack is also being sued for divorce.

Rep. Bennett presses for Dick Clark data

John B. Bennett, ranking GOP member (Mich.) of the House Legislative Oversight Subcommittee, last week renewed his request that ABC-TV star Dick Clark be called to testify before the group. He also asked that ABC executives be heard.

Rep. Bennett said an affidavit obtained from Mr. Clark by ABC indicates he played songs on his ABC-TV show in which he had a financial interest and that a record manufacturer gave him and his wife gifts totaling $3,400 in value. He said Mr. Clark's admissions in the affidavit make a stronger case against him than those made against "any of the rinky-dink disc jockeys we've had as witnesses so far."

He charged ABC receives a seven-cent royalty on each record carrying case sold by a firm once controlled by Mr. Clark and asked for ABC testimony on this and Mr. Clark's activities.

Mr. Clark and ABC previously have denied that Mr. Clark was involved in payola. He said a "reliable source" had told him Mr. Clark once owned 41% of Raye Products Inc., which makes "The Dick Clark Record Case." The other owners were Edward S. Barsky of Philadelphia, 39%, and Anthony Mammarella, 20%, Mr. Clark's former manager, who has testified before the Oversight group in closed session.

Rep. Bennett and Oversight Chairman Oren Harris (D-Ark.) emerged at odds during the subcommittee's last session when the Michigan Republican asked that Mr. Clark be called "as soon as possible" to testify and Rep. Harris said he would not be called until staff members had made further investigations. (AT DEADLINE, March 7).

"The Boy Scouts salute WHBF for the time generously given throughout the past year to our efforts in working with the youth of this area."

HERBERT T. SCHAEFER, Scout Executive
Fort Armstrong Council, Rock Island, Ill.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
DAVENPORT · BETTENDORF · ROCK ISLAND · MOLINE · EAST MOLINE

THE DEEPER THE ROOTS . . . THE STRONGER THE TREE!

Many of the youth and adult organizations in this Quad-City community feel the constructive impact that WHBF exerts in their behalf. Today, after 35 years in broadcasting, WHBF is still firmly dedicated to community service and to our listeners' pursuit of good entertainment and dependable information.

TELCO BUILDING **WHBF** ROCK ISLAND

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

ZENITH ON-AIR PAY-TV TEST

Will file bid with FCC this month

Zenith Radio Corp. has made arrangements with "another large and fine company" and will apply to the FCC for permission to demonstrate on-the-air pay television before the end of the month.

This was the statement by Joseph S. Wright, president of the Chicago radio-tv manufacturer, to the New York Society of Security Analysts last Tuesday (March 8).

The Zenith president said the application will be filed in a few weeks.

Observers speculated that the identity of the other company is a franchise holder rather than a licensed station in one of the five markets being considered for the Zenith on-the-air tests.

A second pay tv system, Tele-Globe, announced last week also that it planned air tests soon. It expects to announce the test market in April, with the beginning of the demonstrations sometime in the fall. TeleGlobe proposes to broadcast the video portion unscrambled, with the audio transmitted via telephone lines.

Important Market • Mr. Wright said that Zenith would institute its toll tv operation in one of the country's im-important markets. He saw a broadcast pay-tv system as better than the wired service because it eliminates "the tremendous expense and problems connected with hooking up every home on a coaxial cable network." Mr. Wright obviously was referring to the Telemeter operation which began Feb. 26 in a Toronto, Ontario, suburb (BROADCASTING, Feb. 29).

Once a broadcast subscription tv system goes into operation, Mr. Wright stated, an estimated 50% of tv homes would subscribe. He said equipment can be installed and maintained in the customer's home for "a few pennies a day."

He continued: "There was never a more propitious time for us than right now when the public is so extremely sensitive about the whole medium of television and the quality and calibre of its programming. Once you get through all the propaganda and the emotion that has surrounded this subject, generated largely by the networks and the motion picture theatre groups who feel that their business would be adversely affected, you find that there is a real and substantial demand for this kind of service on the part of a large segment of the public, and I venture the prediction that before the 60's are over this will be a major nationwide service."

It also could well provide "a shot-in-the-arm" for color tv, he said.

VOA shows to Cuba considered by U.S.

The possibility of beaming radio broadcasts to Cuba to counter anti-American propaganda coming from that country's government - controlled press and radio are under discussion by the State Dept. and the U.S. Information Agency, it was disclosed last week.

No plan has yet been adopted, but one is that the Voice of America buy time on commercial stations in Florida or Puerto Rico for the broadcasts to Cuba, with possible increases in power for these stations, it was said.

An historic switch by Herbert Hoover

For more than three decades critics of commercial broadcasting have been quoting former President Herbert Hoover to bolster their cause.

When he was Secretary of Commerce and radio was in its infancy, Mr. Hoover expressed misgivings about advertising on the air. He was speaking on a subject about which there was still very little known, but his words have been used time and again in efforts to demean commercial radio and television.

Last week Mr. Hoover publicly changed his stand, and, in the act, deprived commercial broadcasting critics of one of their sturdiest cliches. After 37 years, he said, he had come to realize that advertising made a great radio and television system possible.

He made the statement in a telegram acknowledging a special award given him by the Radio and Television Executives Society in New York. The telegram was read by Frank E. Pellegrin, of H-R Representatives, president of the society, at an RTES banquet last Thursday (see story, page 70). Here is what Mr. Hoover said:

"It is a great honor to receive the award of the Radio & Television Executives Society. This revives memories of days when the older members of this group and I worked together to bring the benefits of a great scientific discovery into American homes. You have carried it to the level of a great art and a sturdy protector of the American way of life.

"On this happy occasion I will not expand my forebodings to you of 37 years ago as to commercials. They surround your great programs fore and aft with a half dozen plugs. However, even in the pain of singing commercials, I justify even these by the realization that from the support of advertisers you have kept the wavelengths and channels in the safer hands of private enterprise rather than in those of government."

Updates opinion

The Original Stand • The time was 1924. The scene the hearing room of the House Committee on Merchant Marine and Fisheries. The witness was then Secretary of Commerce Herbert Hoover. This is what he said about radio:

"Radio communications is not to be considered merely as a business to be carried on for private gain, for private advertisement or for entertainment of the curious. It is a public concern impressed with the public interest to the same extent and upon the same general principles as our other public utilities . . ."

Two years later the same Mr. Hoover said this at the Third National Radio Conference in Washington:

"Direct advertising is the quickest way to kill broadcasting. The reader of the newspaper has an option whether he will read an advertisement or not, but if a speech by the President is to be used as the meat in the sandwich of two patent medicine advertisements there will be no radio."

EQUIPMENT & ENGINEERING

BRIGHT PICTURE FOR TV FILM

Eastman Kodak plans new film developments

Film is here to stay as the major source of tv programming according to Donald E. Hyndman of Eastman Kodak Co. Moreover, kinescopes have not been killed by video tape but are coming back better and stronger than ever.

Two years from this spring, Eastman expects to be ready to demonstrate equipment that will record, process and project tv program material (or commercials) on film, ready for inspection in less than one minute, Mr. Hyndman, manager of Eastman's motion picture film department, said Tuesday (March 8) in a talk to the Television Film Assn. in Hollywood.

Ready for showing at next month's NAB Convention in Chicago, Mr. Hyndman said, is a new Eastman projector equipped with General Electric circuitry that will project 16 mm film with a quality equal to or better than that of any 35 mm film projector today. CBS-TV is currently installing one of these new projectors at WBBM-TV Chicago.

Now in development at Eastman and expected to be ready for demonstration in prototype before the end of the year is a new unit designed to process 16mm film to a precontrolled density and contrast in 30 seconds dry-to-dry time (negative to print), he said. Although liquids are employed in the process, they are all contained inside the apparatus so that the operator can handle the film without getting his hands wet.

Also in the works at Eastman is "a radically new type of kinescope recording camera for 16 mm film designed to provide a photographic image directly comparable to tv monitor quality," Mr. Hyndman stated. Declining to discuss details of this camera, "which is still to be built, still to be tried," he said that it is based on new principles and "will bear no relation to any existing camera." If it works—and he expressed no doubt that it will—the negative will be much nearer theatrical quality than any kinescope has been up to the present.

Other Projects • Under design is a direct reduction printer for making 16 mm prints of pictures made on 35 mm film. The improved quality of the new projector makes such a reduction printer a necessity, Mr. Hyndman stated.

To be introduced this fall is a new 16 mm movie camera of professional quality, which stations will find useful in filming news events and other local program segments and commercials.

In the future Eastman will offer new high speed films for both black-and-white and color negatives, which will permit filming of lower light levels, making sets more comfortable for actors and cutting production costs by 10-15 percent for producers, he said. Before announcing the new products his company has in the works for television, Mr. Hyndman briefly reviewed the history of the role of motion picture film in tv. As the medium has grown, so has its use of film, he declared, noting that today 65 percent of all network programming and 75 percent of the programs on independent stations are on film.

RCA dividend set

RCA has declared a quarterly dividend of 25 cents per share on common stock payable April 25 to holders of record at the close of business today (March 14). Dividend of 87½ cents per share was announced on first preferred stock for period of April 1-June 30, payable July 1 to holders of record June 6.

• Technical topics

Zenith's record • Zenith Radio Corp. enjoyed a record year for sales and earnings in 1959, Board Chairman Hugh Robertson told stockholders last week. A preliminary report for the year ended Dec. 31 showed net profits of $16,630,-144 (or $5.63 per share on 2,954,784 shares outstanding) compared with $12,-116,165 ($4.10 a share) in 1958—a 37% increase. Consolidated sales hit $260,033,866 as against $195,041,624 the previous year—a 33% boost.

Larger camera tube • RCA Electron Tube Div., Harrison, N.J., has developed a new 4½ inch image orthicon camera tube (RCA-7389-A) which is unilaterally interchangeable with conventional 3-inch types (7389). Among the new tube's advantages: pictures with greater sharpness, more realistic tonal values, wider range of contrast, greater freedom from noise effects, and a high quality picture signal that permits the making of successive recordings which retain picture quality.

KJEO-TV

Central California's #1 Prime Time Station with proof from the viewers themselves:*

Channel 47 Fresno

*ALL 7 DAYS A WEEK

DELIVERS MORE VIEWER HOMES FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

KJEO channel 47

Fresno, California

J.E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm—Commercial Manager
See your H-R representative H-R

UA FINALLY GETS ITS HANDS ON ZIV

$20 million purchase moves UA into top tv film syndication ranks

United Artists Corp. has moved into the top tv film ranks.

Last week UA acquired Ziv Television Programs Inc., formed in 1948 and now a leader in film syndication. The purchase price included installment notes and debentures totaling $6.75 million and an assumption of a bank debt of about $14 million.

The UA purchase had long been expected. The motion picture financing and releasing firm made its first overtures late last year (BROADCASTING, Dec. 21, 1959).

Ziv Television's control changed hands in July of last year. Two Wall Street investment firms, F. Eberstadt & Co. and Lazard Freres & Co., purchased about 80% of Ziv's stock in a deal then reportedly involving $14 million. Frederic W. Ziv, board chairman, and John L. Sinn, president, retained some 20%.

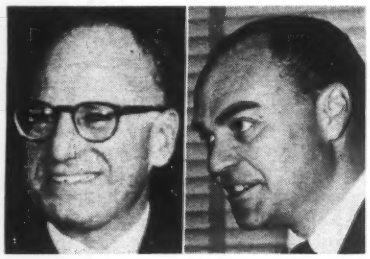
UA had eyed the Ziv company after initial purchase by the Eberstadt and Freres companies. It had a close association through Eberstadt which had floated stock issues and served as an investment broker for UA. Acquisition was delayed for tax purposes (the investment houses holding a minimum of six months for long-term capital gains).

Purchase Details • The Ziv holdings were acquired through issue of obligations of a subsidiary, United Artists Television Investments, but did not involve issuance of UA stock or equity financing.

The obligations issued included $1.75 million in three-year 5.6% installment notes which mature between 1963-1965 and guaranteed by United Artists Corp.

Another $3 million of 6% debentures of the purchasing subsidiary (not guaranteed by parent UA) mature 1966-1970 with conversion privileges after four years into UA stock at 10% above the average market price during the six months prior to the end of the four-year period. These are exercisable only if the debentures are not called within four years.

The purchasing subsidiary also acquired $2 million of subordinated notes



MR. SINN MR. ZIV

They keep their old jobs

of Ziv Tv for $2 million of three-year 5.6% installment notes of the investments subsidiary. These mature 1961-1963 and are guaranteed by UA.

The first $1 million of the installment notes are convertible at the option of the holders into common stock of UA at any time before Dec. 31, 1961, at $30 a share. If the option is exercised, management stockholders of UA agreed, at the request of the company, to assume fulfillment of the conversion option. The investments subsidiary also assumed the bank debt of about $14 million.

New Name • The new wholly-owned United Artists tv film subsidiary will be known as Ziv-United Artists Television Co. Inc. Mr. Ziv and Mr. Sinn retain their current posts and directorships. The present officers and management "will continue, as heretofore, to conduct its operations," UA announced.

United Artists in effect has merged its United Artists Television Inc. subsidiary with the new subsidiary. All personnel—with two notable exceptions—will come under the Ziv-United Artists banner. The two exceptions are Herbert L. Golden, president of UA-TV, who resigned to devote full time as vice president of the parent company, and Bruce Eells, executive vice president of UA-TV, who is expected to coordinate his activities in a liaison capacity with the new subsidiary.

The immediate effect of the integration is this:

United Artists' tv subsidiary now has a total of five filmed series on the networks: Ziv's *Men Into Space* on CBS-TV, *The Man and the Challenge* and *Bat Masterson* on NBC-TV, UA's *The Dennis O'Keefe Show* on CBS-TV and *The Troubleshooters* on NBC-TV.

In syndication, the portfolio already well stuffed by Ziv's productions will add UA's *The Tales of the Vikings* now sold in over 115 markets (UA also has been preparing *Miami Undercover* and *Hudson's Bay* to be offered to network advertisers, Ziv reportedly has *Underwater*, a new one-hour series, set as a CBS-TV show this fall).

Many Ziv Shows • Ziv's syndicated offerings are extensive. Newest product is *Time For Ginger*, a situation comedy. A sampling of its top series in syndication would include *Home Run Derby*, *Sea Hunt*, *Tombstone Territory*, *This Man Dawson* and *Lockup*. It is in the third year production of *Sea Hunt* and has such well known properties as *Bold Venture*, *Dial 999*, *Harbor Command*, *Highway Patrol*, *MacKenzie's Raiders*, *The New Adventures of Martin Kane*, *Science Fiction Theatre*, *Target* and *Cisco Kid*. A Ziv unit, Economee Tv, handles the reruns of such properties as *Highway Patrol*, *Harbor Command* and *Martin Kane*.

The UA acquisition gives that company its first studio facility in Hollywood. Aside from the "first-run" syndicated and network properties, Ziv has wide distribution in foreign markets. Ziv, it was said, had revenues estimated at $25 million last year and reportedly spent about $21 million in production of tv shows in 1959 compared with some $16.5 million the year before.

United Artists finances and distrib-

TV NEWS from M&A ALEXANDER!
WELCOME!
WGN-TV, Ch. 9, Chicago
KHJ-TV, Ch. 9, Los Angeles
The Latest Stations to Build Audiences With
"Q. T. HUSH, PRIVATE EYE"
Call, Write or wire...
M & A ALEXANDER PRODUCTIONS, INC.
Hollywood:
6040 Sunset Boulevard, HOllywood 4-3414
New York City:
Larry Stern, 141 East 55th Street, PLaza 5-5266

utes motion pictures made by independent producers (and with Universal Pictures Co., the only major movie companies not affected by the present Screen Actors Guild strike). UA's revenues were reported at over $90 million last year, the bulk coming from theatrical film rentals. It owns a record company and wholly owns United Artists Associated, a subsidiary. UAA grew out of Associated Artists Productions purchased by UA to give it access to the Warner Bros. pre-1949 library, short subjects, cartoons, various feature packages and a merchandising operation, all for tv.

HIGH HOPES
SAG, movie producers start talking again

Hopes were kindled late last week for an early conclusion to the strike of the Screen Actors Guild against the Assn. of Motion Picture Producers. Federal Mediator Jules Medoff got SAG and AMPP to meet Friday afternoon (March 11) in an attempt to resolve the deadlock in the week-old strike—SAG's demand that actors be given a share in the proceeds of the sale of theatrical films to tv.

It was not evident just how Mediator Medoff planned to achieve a compromise between the SAG stand and the AMPP position that the demand is merely for double pay for a single acting job. But the very fact that both sides had agreed to sit down together again was considered a long step in the right direction.

Meanwhile, technical workers and craftsmen at the studios had joined the actors, writers, and directors in demanding a share of any revenue earned from selling pictures made for showing on home screens by tv. (Writers Guild of America has been on strike against the major movie makers since Jan. 16 over this issue.)

Shortly before the strike began, SAG had secured a contract with Universal-International whereby U-I agreed to pay 6% of the gross proceeds from any sales of post-'48 theatrical films to tv, after deduction of 40% for distribution costs. U-I had earlier made a similar arrangement with WGA, agreeing to pay 2% of the tv gross less distribution costs to the writers (BROADCASTING, March 7). A number of independent picture producers also signed with SAG, chiefly to permit completion of movies now in production. Frank Sinatra's Dorchester Productions ("Ocean 11") and George Sidney International Pictures - Posa Films Internacional S.A. ("Pepe") were among these companies.

IA Demands • Almost immediately after they had signed with SAG, Dorchester and Sidney-Posa were approached by the International Alliance of Theatrical Stage Employees with a demand for a share in the tv take double the size of the cut going to the talent guilds. In addition to the IA unions (stagehands, projectionists, film editors, makeup artists, etc.), the so-called basic crafts unions (teamsters, building service employees, etc.) would share in the sum asked for by IA. The IA contract, which Dorchester and Sidney-Posa accepted, prohibits any tv showing of pictures until five years after their first theatrical release. It also provides that IA can reopen negotiations if the films are released for pay-tv.

The IA terms were estimated at bringing the total union cut in the producers' tv revenue to at least 30% —6% for actors, 2% each for writers and directors, plus double that total or 12% for the IA unions. Some Hollywood observers feel that these demands are not intended to be pushed in actual negotiations with the major producers; but are designed to give IA a seat at the council table of the various talent guilds.

If this is so, the strategy was immediately successful. On Tuesday morning (March 8), IA President Richard Walsh and a delegation of technical union executives including Ralph Clare, business agent for the teamsters, who represented the basic crafts, sat down with a SAG group headed by Ronald Reagan, president of the actors union. That afternoon the union conferees met with representatives of the independent producers releasing through United Artists. The meeting reportedly included most of the major independent movie producers.

Purpose of the meetings was to try to evolve an overall formula that would give all interested guilds and unions a satisfactory share of the revenue from the sale of theatrical pictures to tv. Such a formula, it was felt, would be of material value in effecting a speedy end to the SAG and WGA strikes. The meeting was reported to have "made some progress" and further meetings will be held.

Fees Into Funds • The fees, in whatever amount, will not be paid to the individual guild and union members employed in making the picture. Instead, they will go into union pension funds. That had been understood to be the IA plan, but only in midweek did SAG reveal its intention to use the money in this way rather than distributing it to the individual actors. This plan was expected to be vigorously debated at a special SAG mass membership meeting scheduled for yesterday evening (March 13) at the Hollywood Palladium.

$17.5 million revenue for NT&T in quarter

National Theatres & Television and its voting-controlled subsidiaries had consolidated revenues of $17,475,631 for the 13 weeks ended Dec. 29, 1959 (first quarter of the N&T fiscal year), compared to $12,237,695 for the same period of the previous year. Net income for the quarter after provision for federal taxes was $401,159, vs. $362,843 for the quarter ended Dec. 30, 1958.

Figures include the operations of National Telefilm Assoc., in which NT&T acquired a majority interest on April 1, 1959. A consolidated profit and loss statement issued by NTA covering the 14 months ended Sept. 30, 1959 (moved from July 31 to agree with the NT&T fiscal year), showed a loss of $5,857,874, of which a $4,034,387 write-off, advances to and receivables from NTA television network was a major item. A change in the method of reporting income from exhibition contracts with tv stations and in the amortization tables for motion pictures licensed for tv added approximately $1,100,000 to the loss total.

Annual meeting of NT&T stockholders will be held tomorrow (March 15) in the Beverly Wilshire Hotel, Beverly Hills, Calif.

Correspondent—Mutual style • Mutual radio network, not one to pass up publicity opportunities, pressed actress Tina Louise into service as an "accredited correspondent" to cover the homecoming of Elvis Presley to the U.S. March 3. Mutual parlayed the stunt into newspaper space and several wire service mentions. Results were such that the network has named her a special correspondent in Rome, threatens to have her cover the political conventions this summer.

THE FILM SYNDICATOR'S WOES

More competition and high costs lead list

The plight of the film syndicator at the tv mart is at the least perplexing and to some degree precarious. There are several reasons for the situation but the chief ones are high costs, and increased competition from network and station programming.

And yet, declared Herminio Traviesas of BBDO and E. Jonny Graff of National Telefilm Assoc., speakers at a Radio & Television Executives Society timebuying luncheon held last week in New York, the syndicated film program merits national spot advertiser interest. The troubles of film syndication, they noted, are apart from its value to advertisers.

The toughest test for the syndicator is yet to come. Mr. Traviesas, BBDO's vice president-manager of tv-radio, said that in the coming season networks and even local stations (via production on tape of "quality programs") will present more competition "than ever before."

Mr. Traviesas forsees less prime time available, with all three networks chalking in hour shows in the 7:30-8:30 p.m. period for the coming season. The first 20 minutes of some of these programs will be sold locally on a co-op basis. This, he said, will give the advertiser "many of the advantages of syndication and with a network property." The 10:30-11 p.m. period also has been slotted by the networks, he reminded. These periods "traditionally reserved for syndicators" will now be unavailable.

Scatter Plan • Still another factor working against the film program syndicator: the scatter plan which permits a one-third participation in network shows on an alternate-week basis, giving the advertiser a billboard and a one-minute commercial one week and a cross-plug the following week. Mr. Traviesas noted that this type buying can be made over several programs for a short period of time.

The way open so far as BBDO's broadcast official could determine it would have three avenues for the film syndicator. First, an educational campaign among agency people and clients on the value and "place" of syndication in tv; next, a need for syndicated programs of "quality and diversification" and third, stabilization of program prices at current levels.

While it's difficult for the syndicator to improve quality while keeping prices stable, Mr. Traviesas saw a partial solution by making up the difference in higher costs through additional income potential from foreign markets. Without doubt, he emphasized, the foreseeable trends will make 1960-61 a buyers' market in the syndicated field.

Mr. Graff, who is NTA's sales vice president, found the law of supply and demand increasing the price differential of prime as against non-prime time on stations. He noted that it is in non-prime time where most syndicated film programs fall.

This favored position of syndicators in the time cost structure brightened further when stations generally "increased the discounts offered for unit buys of programming while reducing their discounts for announcements." This, he labeled as an argument for advertisers "buying program units as against spots."

Pressure of Costs • How about the high costs of syndication? Mr. Graff took after this question in detail. It takes at least $1.3 million to produce 39 episodes once the syndicator is committed. Added to this base are print and lab costs at $10,000 plus $30,000 for advertising, a total then of $1.34 million. On top of this: 35% or $400,000 more for the cost of sales and distribution.

He concluded the syndicator must count on roughly $1.75 million in gross sales "before the profits show or even before he pays the bank interest."

On this basis and with knowledge that 85% of potential revenue for the syndicator comes from the top 25 markets, the film man must price markets based on costs alone. For example: Pittsburgh $950, Boston $900, Chicago $2,250, New Orleans $450 and New York $4,250. But, he reminded, these are "way out of line" unless the shows are in prime time or at a good adjacency. "Otherwise the sets in use and the resultant ratings make the cost-per-thousand look sick and the media buy a bad one."

More often, Mr. Graff said, the syndicator is committed to a market by market "sell-off," the bankroll is short and "wheeling and dealing starts almost with the first can of film." From the syndicators' point of view, stations do not hedge on programming by initially stocking up but rather "watch for the trouble signs then try to buy the film as cheaply as possible regardless of quality."

Said Mr. Graff: "Ziv, ITC, TPA and NTA, we all have our unamortized productions on the books and frankly, it'll be a long time before the numbers come out." The syndicator on a "good" show, might net $25,000 per episode or "probably $6-7,000 less than the show cost him to make, he emphasized. At one time, this could be made up through residuals, Mr. Graff admitted but this is no longer the case for the syndicator who encounters a soft market "loaded with dumped product . . . If he grosses $15,000 per episode, he's lucky." And still expenses must come off the top of that figure, he said.

Mr. Graff thought a counter balance might be a different wage scale for network film shows as compared to syndicated film production. The talent charges (above-the-line costs) "are keeping the syndication business bogged down," he declared.

How Flexible? • Syndicated programming can offer a flexibility to the advertiser in the various buying methods now being developed. He directed attention to program discounts beyond the end frequency rate which enticed Kelloggs, through Leo Burnett, to switch from network to syndication.

He illustrated how NTA has worked out a formula whereby a major spot advertiser's budget is applied to a market by market placement in which programs are purchased as cheap as run-of-stations schedules. This is accomplished through stations' program discounts and by NTA discounting its own prices based on multiple unit buys.

WGA, networks talk

Writers Guild of America representatives met with officials of ABC, NBC and CBS last Wednesday and Thursday in New York to discuss the union's proposal for a new contract covering live tv and radio staff and free-lance writers (BROADCASTING, Feb. 29). Discussions were said to be "amicable," but the networks were reported to be resisting the union's demands for a 15% hike in staff wages and a hefty 50% increase in free-lance program fees. Other sessions will be held this week. The present pact expires on March 31.

• Program notes

News service's rep • Deadline Washington, voiced-news service for radio and tv stations has named Richard H. Ullman Co., Buffalo, as national sales representative. The news service offers taped and direct reports to subscribing stations of events taking place in Washington, including special coverage with a "local angle," according to Deadline's president, Joe Phipps.

Split vote • Musicians working on tv films in Hollywood divided their choice of collective bargaining agents between the Musicians Guild of America and the American Federation of Musicians in a mail election conducted by NLRB. MGA won the right to represent musicians employed by members of the

OMNIBUS

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 14-18, 21-23 (6:30-7 a.m.) **Continental Classroom.**

March 14-18, 21-23 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

March 14-18, 21-23 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

March 14, 21 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N. W. Ayer.

March 15 (8:30-9:30) **Lincoln-Mercury Startime,** Lincoln Mercury through J. Walter Thompson.

March 15, 22 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

March 16, 23 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman, Craig & Kummel.

March 16, 23 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 17 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

March 18 (8:30-9:30) **Pontiac Star Parade,** Pontiac through MacManus, John & Adams.

March 18 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

March 19 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

March 19 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

March 19 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

March 20 (1:30-2 p.m.) **Frontiers of Faith.**

March 20 (6-7 p.m.) **Bell System Science Series,** AT&T through N.W. Ayer.

March 20 (8-9 p.m.) **Our American Heritage,** Equitable Life Assurance through Foote, Coone & Belding.

March 20 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Alliance of Television Film Producers by a vote of 118 to 94 for AFM. MGA also won at ABC Films, 19 to 14. At Revue, AFM was the victor, 161 to 123. The vote at CBS Films was indecisive, AFM failing by one vote to reach the 123 majority. NLRB is now investigating the 30 challenged ballots.

'A Show Is Born' • Chicago Academy of Tv Arts & Sciences and WTTW (TV), local non-commercial, educational station, collaborated on the first in a special series of programs taking viewers behind the scenes of the television industry. Walter Cronkite, CBS-TV commentator and president of ATVAS, requested a tape of the half-hour program, *A Show Is Born,* for showing to members of the national organization in New York. Video-taped program illustrated the building of a musical program, a commercial, a sports show and a remote presentation.

What they're wearing • International Ladies Garment Workers Union is offering a free 27½ minute film introducing spring-summer American fashions and explaining ILGWU label program. The film is available in color or black-and-white from Sterling Movies, USA, 375 Park Ave., New York City. It was produced by Eleanor Lambert, press director of the ILGWU label program and staged by Lester Gaba with narration by Joan Shea.

Plenty of Presley • It was Elvis Day at KRAK Stockton-Sacramento, Calif., March 4. For a really solid 24 hours the singer was "mustered out" of the Army with a deluge of his records. Nothing else was programmed. Response was reported as mixed—but hundreds of phone calls and telegrams poured into the station. The station gives credit for the idea to its newly-appointed director of operations, Bill Stewart, who once arranged the now-famous disc jockey in Miami.

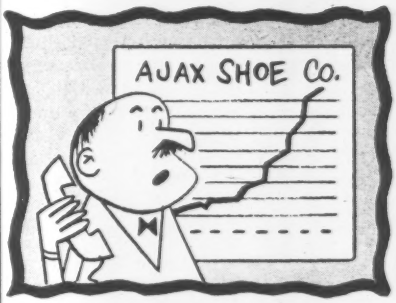
In the death cell • Shortly after Ronald Lee Wolfe had been sentenced to die in the Missouri gas chamber for the rape of an 8-year-old girl, Bob Hardy, news director of WIL St. Louis, got an exclusive interview with him. He was the only newsman the prisoner would see. The taped interview was incorporated the next day into a series of WIL documentaries on capital punishment. The convicted rapist told his life story and vehemently protested his innocence.

Francaise a la tv • KOTA-TV Rapid City, S.D., has instituted a fifth-grade French course viewed by all elementary schools in the city. The program originates in the KOTA-TV studios five days a week 10:40 to 11 a.m. and is received by standard tv sets in 28 fifth-grade classrooms. The course is also used in three schools outside Rapid City and 150 adults have written to school officials requesting the teaching manuals so they can follow the course at home.

Tv for educators • Twelve CBS News-produced programs seen on CBS-TV have been placed into non-theatrical 16mm distribution by CBS Films Inc. and Carousel Films Inc. Carousel will handle distribution of shows which include 9 of the *Conquest* series, 2 from *CBS Reports* and 1 from *The Twentieth Century*. Market for films: schools, government agencies, colleges, social groups, churches, industrial groups, etc. Subjects treated in episodes range from the space age to medicine.

Volume III • The American Medical Assn. has completed production on Volume III of its public service radio anthology, *Medical Milestones*. Taping

Far-Reaching!



What's behind this healthy sales increase in Maine?

It's WCSH-TV, J. B. Their merchandising boys came up with another sales booster.

(most bought twice – got 3 pair)

Ridiculous? Sure . . . but many a serious advertiser has been tickled by SIX's "Far-Reaching Effect." Creativeness, as well as carefulness, always plays an important part at 6.

Your Weed TV man will tell you more.

WCSH-TV 6
NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM
WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

has been completed in Hollywood under supervision of Richard Reinauer, director of AMA's radio-tv and motion picture section. The first volume was launched last spring with 13 five-minute segments and offered to broadcasters as a history of medicine, emphasizing personalities and discoveries. Volume II was mailed this past month, and Volume III is slated for mailing in April. Purpose of the series is to combine educational values with dramatic techniques.

NTA pilots • National Telefilm Assoc. has announced that two pilot films will go into production in April. Mort Abrahams, NTA director of creative programming, said that the two series, *Maritime Lawyer* and *The Man from Washington*, will emphasize action-mystery. *Lawyer* concerns an attorney specializing in admiralty law whose adventures take place on the seven seas. The other is based on actual files from the Dept. of Interior, which supervises the country's natural resources.

Newsfilm awards • KFMB-TV San Diego, Calif., selected as "Newsfilm Station of the Year" in 17th annual newspictures competition jointly sponsored by Encyclopaedia Britannica, U. of Missouri School of Journalism and National Press Photographers Assn. Winners of special citations: WBBM-TV Chicago, KKTV (TV) Colorado Springs and KLZ-TV Denver, both Colorado; WFGA-TV Jacksonville and WTVJ (TV) Miami, both Florida, and KRON-TV San Francisco. Individual cameraman awards were previously announced (BROADCASTING, Feb. 29).

Post-'54 movies • WABC-TV New York has acquired from Lopert Films Inc., N.Y., a total of 62 post-1954 feature movies, all new to tv except "Richard III," according to Joseph Stamler, vice president and general manager of WABC-TV. Starting this spring, the features will be seen on the station's *Night Show* and *Sunday Night Movie*. Other pictures in the package include: "The Horse's Mouth," "The Greatest Love," "A Tale of Two Cities," "The Third Key," "Pursuit of the Graf Spee," "Reach for the Sky," and "Rooney."

INTERNATIONAL

WORLD RADIO SETS UP SHARPLY

USIA reports count outside U.S., Canada

The number of radio sets in the world (excluding the U.S., its possessions and Canada) increased by 12 million in 1959 for a total of 165,667,000, the United States Information Agency reported last week. Also last year, wired speakers (for public listening) over the world reached 38.9 million, a 22% increase of 7 million over the 1958 total.

Greatest expansion in radio receivers during the past year, USIA reported, occurred in communist East Europe (3.3 million), with 50% of the increase in Russia proper. Communist China reported 1.5 million more radio sets in use in 1959 than 1958. Radios in Western Europe increased by 2.2 million; Near East, South Asia and Africa, 2.9 million; Far East, 2.1 million, and Latin America, 1.5 million.

USIA reported that there appears to be a slowdown in the rate of radio sets increase in Western Europe and the Far East. This can be attributed, the agency said, to the rapid growth of television in these areas.

Communist countries accounted for almost all the growth in wired receivers, the report said, with communist China claiming a 370% increase. However, USIA warned, "radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries."

Uh-Oh! The Nutty Cartoon Package

British protest

With high dudgeon, a leading British movie and television union condemned the quality of American motion pictures being shown on tv there. At the annual conference of Cinematograph, Television & Allied Technicians, a resolution was passed stating that the average American movie presents a threat to the education of children and to the British way of life and thought. It further suggested that the number of foreign movies on tv be limited to 30%.

Mounties raid tv

Tv screens of a Red Rock, Ont., community antenna tv system suddenly went blank on March 3. Reason: the system's equipment had been seized by the Royal Canadian Mounted Police and the Canadian Dept. of Transport. The equipment was confiscated on charges that antenna owner Bert Lohr of Terrace Bay, Ont., had no license to operate. Mr. Lohr also operates a catv system at Terrace Bay where he has 335 subscribers. The Red Rock operation had 60 subscribers, each paying $100. Mr. Lohr built his Red Rock tower last summer at a cost of $20,000.

Seven tv applicants to Canada hearings

Two applicants for a competitive tv station at Calgary, Alta., and five for a second tv station at Edmonton will present their cases when the Canadian Board of Broadcast Governors holds hearings the week of May 9.

Privately owned stations are currently operating in the two cities—CHCT-TV Calgary, and CFRN-TV Edmonton.

Applicants for the Calgary station are Chinook Communications Ltd., and CFCN Television Ltd. Chinook consists of a group of 14 local businessmen, including Herb S. Stewart, until re-

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)

cently general manager of CHCT-TV.

CFCN Television owns CFCN Calgary. James Love is president; Gordon Love, board chairman; Robert W. Lamb, vice president and CFCN chief engineer; Gordon Carter, vice president and CFCN operations manager, and William N. Love, secretary-treasurer.

One of the applicants for the Edmonton facility is the government-owned Canadian Broadcasting Corp. CBC President Al Ouimet states that a station at Edmonton is necessary to round out CBC's national service coverage. (CFRN-TV Edmonton, currently carries CBC programs).

Other applicants for the Edmonton channel are: Edmonton Video Ltd. (Gerry Gaetz, manager of CJCA Edmonton, president); Mayfair Broadcasting Co. Ltd. (cleaner-furrier Michael Starko, president); Northgate Broadcasting Ltd. (Dr. C.A. Allard, president), and CHED Edmonton.

Criticism is already developing against CBC's Edmonton application. Opponents say there are areas in Canada not yet served by television, which should have first consideration for a new CBC tv station. They point out that CBC's national programs are already carried by CFRN-TV. The station was required to carry CBC programs when granted its license five years ago.

• Abroad in brief

Set sales down • Sales of radio and television receivers were down for January 1960, according to figures released by the Electronic Industries Assn. of Canada. A total of 33,860 radio sets were sold in January compared with 36,987 in the same month last year. Television set sales totalled 24,817 units in January 1960, compared with 31,741 in January 1959. Almost half the radio receivers, 16,042, were sold in Ontario, where over a third, 9,527 television receivers were sold. In Quebec province 8,020 radio and 5,197 tv sets were sold in the period.

Far East clients • United Press International has reported the start of world news service to nine radio and tv outlets in Hong Kong. Arrangements were completed with the following: Radio Hong Kong and the Hong Kong Commercial Broadcasting Co., each with one English language and one Chinese language network; and Rediffusion (H.K.) Ltd., which has three Chinese language and one English language broadcast networks and one tv network.

New Canadian am • CFCP is call letter of new 1 kw station on 1440 kc at Courtenay, B.C. Billy Browne is president and general manager. Radio Representatives Ltd., Vancouver, B.C., and Air-Times Sales Ltd., Toronto, Ont., are the station's representatives.

New production firm • Taylor Video Corp. Ltd., Toronto, Ont., new program packaging company has been formed with $250,000 capital, to provide a complete television production service. Maurice Taylor of Taylor Music Corp., 40 Park Rd., Toronto, heads the new firm.

New CBC satellite • Canadian Broadcasting Corp. has applied for a ch. 5 satellite transmitter to CBOT (TV) Ottawa, Ont., for Pembroke, Ont., about 100 miles north of Ottawa. Satellite is planned to carry all English-language programs of CBOT. Transmitter would be located on Highway 62 near Pembroke and have a 300-foot tower. Microwave facilities from Ottawa are located at Renfrew, near Pembroke.

Power boost • CKY Winnipeg, which has operated with 5 kw for the past 10 years, has increased power to 50 kw day and night. Station engineers state that with its frequency of 580 kc and the high conductivity of the terrain where the transmitter is located, CKY will have one of the biggest coverage areas on the continent. The power increase cost the station some $300,000.

Royal wedding • The BBC has asked permission to broadcast and televise Princess Margaret's wedding to Antony Armstrong-Jones. It is expected that the British commercial tv network will seek the same privilege. Whether or not it will be granted is up to the royal family. Queen Elizabeth's wedding in 1947 was broadcast and her coronation in 1953 was covered by tv. The date for Princess Margaret's wedding has not yet been set.

Color tv tests

Color tv transmission tests were made last year in West Germany with considerable success, it was reported last week. The test consisted of showing color slides over a uhf transmitter (ch. 17 in Haardtkopf). No films or live programs were tested. The West German Institut fuer Rundfunktechnik (Institute for Radio Equipment), a research organization supported by broadcasters there, conducted the test using the American NTSC color transmission system. It learned that color reception was good where good black-and-white signals were received and bad where strong reflection effects were noted. High-gain antennas were reportedly used successfully to improve color reception in these areas. Although color tv is not yet used commercially in West Germany, it is presumed that it will be used only on certain uhf outlets.

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ABP
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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

FATES & FORTUNES

Broadcast advertising

• HOWARD S. JOHNSON, supervisor of pr accounts for Cunningham & Walsh, N.Y., named senior vp. GEORGE F. KLEITZ, formerly group media supervisor at Needham, Louis & Brorby, Chicago, to C&W as media director.

• ROBERT C. DOHERTY and ROBERT C. FINNIE, account executives with Doherty, Clifford, Steers & Shenfield, N.Y., elected vps.

• GUY S. WARREN, formerly vp in charge of creative activities of Hixson & Jorgenson, Los Angeles, to Cole Fisher Rogow, that city, as vp and creative director.

• MATTHEW R. O'REILLY and JOSEPH SOLISH, director of research and creative supervisor, respectively, elected vps of Ellington & Co., N.Y.

• WILLIAM J. JANN, formerly sales manager of Rent-A-Car Div. and previously executive vp and advertising manager of Hertz System, named assistant vp of The Hertz Corp.

• WALTER C. FISHER, formerly marketing director with responsibility for all advertising and merchandising, appointed vp in charge of sales for Norge Div. of Borg-Warner Corp., succeeding HAROLD P. BULL, named vp and assistant to new president ROBERT H. QUAYLE JR.

• ROGER D. STAKE, formerly city editor of *The Tampa* (Fla.) *Times,* named director of pr for Louis Benito Adv., that city.

• PETER OLDHAM copywriter in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, named copy supervisor.

• BERNARD BRENNAN joins Honig-Cooper & Harrington, Los Angeles advertising agency, as media and research director. ED MITCHELL, formerly with Donahue & Co., that city, to Honig-Cooper & Harrington as art director.

• HARRY W. BETTERIDGE, formerly vp of Clark & Roberts Inc., Detroit and Cleveland advertising agency, becomes manager of Detroit office of George P. Hollingbery Co., radio and tv rep firm.

• HARRY A. VOSBURG, formerly with Marketing Planning Corp., affiliate of McCann-Erickson, joins Lambert & Feasley, N.Y., as vp and director of research.

• JACQUELINE HUNT, formerly media buyer at Doherty, Clifford, Steers & Shenfield Inc., joins Sudler & Hennessey Inc., N.Y., as media director.

• FREDERICK MCCORMACK, timebuyer with Ketchum, MacLeod & Grove, Pittsburgh, to Cunningham & Walsh, Chicago, as assistant media director.

MR. ROBERTSON

• RALPH C. ROBERTSON, formerly advertising director of B.T. Babbitt Inc., (cleanser and other household products), to Geyer, Morey, Madden & Ballard, N.Y., as senior vp and member of board. Before joining Babbitt, he was vp and marketing director of Geyer agency.

• STAN BROWN, formerly senior vp of General Adv., joins Hixson & Jorgensen, L.A., as account executive. Mr. Brown had been with General for seven years. Prior to that, he was with KTTV(TV) Los Angeles.

• WILLIAM T. ADAMS, formerly with Hixson & Jorgensen, Los Angeles, and JAMES SHADE named vp's of Teawell & Shoemaker, advertising-pr agency, that city. Other appointments: ROBERT WOLF and MRS. PEGGY MOURITZ, both to creative staff, DONNA POWERS, head of radio-tv production department, and BOYD B. HARNELL to pr staff.

• JOHN LAFARGE, formerly vp at Lennen & Newell, N.Y., joins copy department of BBDO, that city.

• JAMES K. GRAHAM, radio-tv producer at Reach, McClinton & Co., N.Y., named associate director, radio-tv department.

• ROBERT J. GREINER appointed radio and tv director of Earle Palmer Brown & Assoc., Washington, D.C. advertising and pr firm. Mr. Greiner formerly was station manager of WKTF Warrenton, Va.

• FREDERICK W.M. ADAMS, formerly with Monsanto Chemical Co., Springfield, Mass., joins H.J. Gerdts Co., N.Y., as account executive.

• WILLIAM O. JONES, formerly radio account executive at Katz Agency, N.Y., becomes manager of Peters, Griffin, Woodward's Atlanta office.

• BAM PRICE named head of newly created radio-tv film department of Promotional Adv., Los Angeles.

• DORVAN C. ROLSTON appointed sales representative in marketing department of U. S. Borax & Chemical Corp.

• BRAD SEBSTAD, formerly advertising and sales promotion manager of Ansul Chemical Co., Marinette, Wis., forms own agency, Brad Sebstad Inc., Menominee, Mich.

• ROBERT FITZGIBBONS, formerly account executive at D.P. Brother & Co., Detroit, joins Kenyon & Eckhardt, that city, as account executive.

• WILLIAM J. MALONEY, formerly account executive at Clinton E. Frank, Chicago, to NBC TV Network Sales, that city, as account executive.

• VIC ROWLAND, formerly director of pr for Capital Records, to Fuller & Smith & Ross, L.A., as pr account executive.

• OWEN CARROLL, CLARK GLENN and DONALD J. SHEA promoted by Boyle-Midway Div. of American Home Products. Mr. Carroll and Mr. Glenn become product managers, and Mr. Shea, formerly product manager, named assistant to president.

• ANDREW B. POWELL, formerly in broadcast production units for Shell Oil and Ford Motor Co. at J. Walter Thompson, joins New York tv sales staff of Peters, Griffin, Woodward.

• ROBERT R. MORRIS and EDWARD J. PEGUILLAN join Benton & Bowles as account executives. Mr. Morris was account executive at Campbell-Mithun, N.Y. Mr. Peguillan was in charge of radio and tv at Borden Co.

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1

• CHARLES D. KENNEDY, formerly account executive with N.W. Ayer & Son, Chicago, to Young & Rubicam, that city, in similar capacity.

• BOB GOLDSHOLL, formerly in time-buying division of Kenyon & Eckhardt, N.Y., joins Radio-Tv Representatives, N.Y., as account executive.

• DICK DOTY, formerly president and general manager of WTRL Bradenton, Fla., to Hank Meyer Assoc., Miami, as account executive.

• MARILYN KEEFE, formerly with Bozell & Jacobs, Chicago, to creative department at H.W. Kaster & Sons Adv., that city.

• DON E. ROETTGER, formerly account executive at John W. Shaw Adv., Chicago, appointed advertising and sales promotion manager for meat and grocery products at Wilson & Co., that city.

• EDWARD REILLY, formerly of Benton & Bowles, N.Y., to Rose-Martin Inc., that city, as account executive.

• ROBERT FINE, previously art director at Graphic Design Assoc. and Grant Adv., to Campbell-Mithun, Chicago, in similar capacity for Kroger Co., Helene Curtis, American Dairy Assn. and Mishawaka Rubber Co. accounts. MRS. LUCILLE WALKER, previously copywriter at Keyes, Madden & Jones, to C-M as writer on American Dairy and Curtis accounts.

• PHILIP A. LEEKLEY, formerly brand manager for Kleenex table napkins at Kimberly-Clark Corp., to Foote, Cone & Belding, Chicago, as account executive on Armour canned meats.

• KEN TORGERSON, associate media director at Dancer-Fitzgerald-Sample, N.Y., becomes senior associate media director.

• JAMES SHELBY, formerly producer in radio-tv department in Chicago office of McCann-Erickson, joins Joseph Katz Co. as director of radio-tv dept.

• FRED BARRETT, formerly media vp with BBDO, N.Y., joins Robert C. Durham Assoc. as senior media consultant.

• JAMES E. DEFEBAUGH, manager of Campbell-Ewald's Cincinnati office, transfers to agency's Detroit office, on direct mail staff.

• RAYMOND BAILEY, formerly with *This Week* magazine, joins J. Walter Thompson as marketing-merchandising associate.

• GEORGE BENNEYAN, formerly coordinator of special projects for *Look* magazine, joins MacLean Adv., as marketing consultant.

• BARBARA CURRY, formerly copy supervisor on Jergens Lotion at Cunningham & Walsh, N.Y., joins Norman, Craig & Kummel as copywriter.

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The Media

MR. PISTELL

• RICHARD C. PISTELL, president of Pistell, Schroeder & Co., New York Investment Co., named chairman of finance committee and elected to board of Bartell Broadcasting Co. Mr. Pistell's firm handled underwriting of Bartell's initial stock offering when it became publicly owned last year.

• ED WALTON, vp of RKO General Inc., N.Y., rejoins RKO after year's absence to head domestic theatrical distribution.

• JOHN F. BAYLISS named vp and general manager of KOMY Watsonville, Calif. JOHNNY GUNN appointed operations manager.

• IRA G. DELUMEN appointed manager, program and project sales of CBS-TV Production Sales.

• JACK GENNARO, station manager of WFRV-TV Green Bay, Wis., appointed general manager, succeeding SOREN MUNKHOF. Mr. Gennaro previously served as regional sales manager.

MR. HIGGINS

• J.M. HIGGINS, general manager of Wabash Valley Broadcasting Corp., which owns WTHI-AM-FM-TV Terre Haute, Ind., named vp and director of company. He continues his duties as general manager of WTHI.

• CARLETON HENCE, formerly national sales manager of WBRE-TV Wilkes-Barre, Pa., to Transcontinent Television Corp., N.Y., as sales development manager.

• SAM E. PENDLETON, formerly salesman at KWFT-AM-TV Waco, to KSET El Paso, both Texas, as general manager. Other appointments: HERBERT N. RAND JR., chief engineer; ERNEST A. VASS JR., merchandising manager; JAMES KISER, production manager and chief announcer; ALAN A. COHN, LARRY A. HARRIS and JAMES L. STREET, all account executives; RICHARD GLANCEY and GREG GREGORY, both announcers: RITA SANICH, copy coordinator and BOB AMSBERRY, weathercaster.

• BLANEY HARRIS, account executive at WPIX (TV), N.Y., named program sales manager.

• PHIL MARTIN, on sales staff of XETV (TV) Tijuana-San Diego, Calif., promoted to local sales manager. PHIL KOLBO and TED MILLON both join sales staff.

MR. STEWART

• BILL STEWART, formerly assistant to president of Star Stations (KOIL Omaha, KICN Denver and KISN Portland, Ore.) and for four years national program director of Storz Stations and before that national program director of McLendon Stations, named operations direc-

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tor of KRAK Stockton-Sacramento, Calif. While with Storz he was planning coordinator for national disc jockey conventions at Kansas City and Miami Beach. At close of convention in Miami Beach last summer he resigned from Storz and joined Star Stations (WEEK's HEADLINERS, June 22, 1959).

• HOWARD W. COLEMAN, previously assistant to president of Gross Telecasting Inc. (WJIM-TV Lansing, Mich.) and station manager of WJIM and formerly manager of WMAQ Chicago, appointed promotion director of WTCN-AM-TV Minneapolis.

• JERRY GROSS, formerly sports director of WMAN Mansfield, Ohio, to WMRO Aurora, Ill., in similar capacity.

• BOB CAFFEY, formerly assistant news director of KENS San Antonio, to KELP El Paso, both Texas, as news director. KARL KING joins KELP as news staffer.

• JACK ARGERSINGER, announcer with WGRO Lake City, Fla., promoted to program director.

• DAVE JACOBS, formerly with WWNC, to WLOS, both Asheville, N.C., as program director-air personality, succeeding RON TOMBERLIN.

• MERLE ROSSMAN and BOBBIE BARNETT join KSRO Santa Rosa, Calif., as program director and air personality, respectively.

• THOMAS J. KNOTT, formerly tv director at WJAR-TV Providence, R.I., to WBZ-TV Boston as producer-director. GENE DONNELLY joins news staff.

• JAMES E. KOVACH, formerly member of NBC-TV development board, named program manager of WNHC-TV New Haven, Conn.

• DON BRICE, program manager of KIRO Seattle, Wash., promoted to news director of KIRO-AM-TV.

• CARYL EINHORN, formerly sales promotion representative for Schenley Industries, joins ABC New York as production coordinator and writer.

• JERRY MARCUS, formerly with Independent Television Corp., to KTLA (TV) Los Angeles as account executive.

• BOB VAUGHN, formerly news director of WINZ Miami, to WSUN St. Petersburg, Fla., as program manager, succeeding HARRY WILLIAMS who transfers to sales department.

• JOHN L. MARCH, formerly sales representative with WHK Cleveland, to KYW, that city, in similar capacity.

• ROLLIN P. COLLINS JR., formerly account executive with WBBM Chicago, to sales staff of Edward Petry Co. (station rep), that city.

• JOHN F. BRENNAN, formerly on sales staff of Headley-Reed, Chicago, joins radio sales staff of The Katz Agency, station rep., Minneapolis office.

• CHETT CARMICHAEL, air personality with WDAS Philadelphia, named educational director.

• DON MOELLER, production manager of WPRO-TV Providence, R.I., appointed account executive.

• PAUL S. O'BRIEN, formerly with NTA spot sales, N.Y., named to sales staff of Broadcast Time Sales, N.Y.

• CHARLES L. HINSHAW joins sales staff of KREM Spokane, Wash.

• DEAN WOODRING, formerly with KIEM-TV Eureka, Calif., to KGW-TV Portland, Ore., as sales service manager, succeeding WALT HAWTHORNE, appointed merchandising manager.

• J. MICHAEL JONES, news director of WWTV (TV) Cadillac-Traverse City,

Harry Bitner Sr. killed in crash

Funeral services for pioneer broadcaster-newspaperman HARRY M. BITNER, 76, were held last Friday (March 7) at the Westminster Choir School Chapel at Princeton, N.J.

Mr. Bitner was killed in an automobile accident March 7 at Delray Beach, Fla. Mrs. Bitner, who was driving, was injured, but not seriously.

The newspaperman-turned-broadcaster served the Hearst organization from the turn of the century until 1949. He was at one time editor-publisher of the *Pittsburgh Sun-Telegraph* and later general manager of Hearst Newspapers. While in Pittsburgh he was instrumental in acquiring WCAE Pittsburgh for the *Sun-Telegraph*.

Mr. Bitner was born in Kutztown, Pa., Dec. 24, 1883 and attended Franklin & Marshall College in Lancaster, Pa. He entered personal radio station ownership in 1940 when he and associates bought WFBM Indianapolis. The group soon acquired WFDF Flint and WOOD Grand Rapids, both Michigan. Television was added to the Indianapolis and Grand Rapids outlets. In 1955 the Bitners bought WTCN-AM-TV Minneapolis, Minn., and the personal holdings were incorporated in a public stock company, Consolidated Tv & Radio Broadcasters Inc. In 1957 Time Inc. bought the Indianapolis, Grand Rapids and Minneapolis outlets for a record $15.75 million.

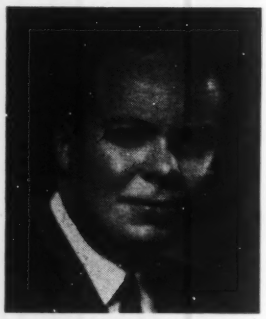
MR. BITNER

The Bitner group at one time also owned WEOA Evansville, Ind., and WFEA Manchester, N.H. Associated with his father in broadcasting was his son Harry M. Bitner Jr. A grandson, Harry M. Bitner III, was killed in an automobile accident last December.

At the time of his death Mr. Bitner was chairman of the board of WFDF Flint, Mich., WWRI West Warwick, R.I., and WWOL Buffalo.

During his active broadcasting career, Mr. Bitner served on the NAB board, was a director and officer of the Indiana Assn. of Broadcasters and was active in Indianapolis civic organizations.

see our ad opposite page



MR. HARDESTY

JOHN F. (JACK) HARDESTY, San Francisco office, will be registered in Suite 1722-23-24 at the Conrad Hilton Hotel, Chicago, April 3-7, during the National Association of Broadcasters' 38th annual convention.

Jack will appreciate hearing from you prior and during the convention in the—

HAMILTON-LANDIS & ASSOCIATES

— suite.

Mich., promoted to director of news, sports and special events. LINDA REESE appointed women's director-hostess.

• JOE RAFFETTO, formerly sales manager of *U.S. Radio* magazine, joins New York sales staff of Edward Petry Co., station rep.

• HAP SMITH, formerly disc jockey with KPCS Pasadena, Calif., to KECK Odessa, Tex., as program director and disc jockey.

• DON SHEPHERD named promotion director of WLOS-TV Asheville, N.C.-Greenville-Spartanburg, S.C.

• JOE BROOKS, formerly in charge of publicity and promotion at Decca Records, joins WIP Philadelphia as music director.

• PHYLLIS VAN ALSTINE named director of traffic and continuity of WWL-TV New Orleans.

• CHARLES HUGHES, formerly with WGMS Washington, to WMAL-AM-TV, that city, as announcer.

• WILLIAM O. TALBOT, newscaster-announcer with KMTV (TV) Omaha, Neb., named weathercaster.

• DORIS ANN, DORIS CORWITH and DOROTHY CULBERTSON named program managers in reorganization of NBC New York's public affairs department. Miss Ann becomes manager of religious programs; Mrs. Corwith, manager of talks and public service announcements and Miss Culbertson, manager of educational programs and special projects.

• DANNY MARTIN, formerly head of merchandising-promotion departments of WYDE Birmingham, Ala., to head of creative services department of KYA San Francisco. Both are Bartell stations.

• SAM STRINGFELLOW named news director of new Big K network which links KLUE Longview and KMHT Marshall, both Texas.

• GEORGE STUMP and JOHNE PEARSON named program director of KCMO-FM and KCMO, respectively.

• DON HOYLE, formerly with KMTV (TV), to KBON, both Omaha, Neb., as announcer and account executive.

• ALAN FRIED, formerly with WITH Baltimore, to WCAO, that city, as newscaster-personality.

• CLIFF SCHILLING joins WERC Erie, Pa., as air personality.

• ARTHUR CLARK, formerly air personality with WGSM Huntington, N.Y., resigns to freelance.

• MITCH MICHAEL, formerly air personality with WKDA Nashville, Tenn., to WOKY Milwaukee.

• DICK STEPHENS and DICK WARD join WNHC New Haven, Conn., as disc jockeys.

• DICK WHITTINGTON joins KPOP Los Angeles as air personality. He formerly was with KFSO San Francisco.

• BUDDY STEVENS, formerly with WDEW Westfield, to WHYN Springfield-Holyoke, both Massachusetts, as air personality.

• SAM RIDDLE, formerly disc jockey with KDEO San Diego, to KRLA Los Angeles in similar capacity.

• DEAN COLLINS, formerly air personality with WGH Norfolk, Va., to WPGC Morningside, Md., in similar capacity.

• BOB STEVENS, formerly with KVAN-Portland, Ore.-Vancouver, Wash., to KISN Portland as air personality.

• DUKE NORTON and NICK PAUL join KPOP Los Angeles as air personalities. They formerly held similar positions at KBIG Catalina, Calif., and KLAC Los Angeles, respectively.

• PAUL HALLETT, formerly with WMAL Washington, to WKNB West Hartford, Conn., as air personality.

• STEVE VAN joins WPEO Peoria, Ill., as record librarian. GIL GISSING named production supervisor.

• HAL MORGAN, formerly with WGAR Cleveland, joins WPOM Pompano Beach, Fla., as air personality.

Programming

• DAVID PICKER, executive vp of United Artists Records, appointed executive assistant to president of United Artists Corp., N.Y.

• JERRY ABBOTT appointed vp of Format Films, Los Angeles. He will head company's Chicago office.

• H. WELLER KEEVER, formerly vp of NBC-TV Film Sales, appointed vp in charge of sales of Filmaster (film producer), Los Angeles.

• C.P. JAEGER, appointed vp in charge of sales for Flamingo Films, N.Y. Mr. Jaeger is partner of Video Artists Inc., and formerly eastern sales manager of MGM-TV.

• VERNE BEHNKE, formerly head of CBS-TV Film Sales, joins UPA Pictures Inc., N.Y., as general sales manager.

• DANIEL GOODMAN and ROBERT NEW-

CENTRAL CALIFORNIA

Fulltime radio station in fast-growing, extremely prosperous area. Breaking even now but needs owner-manager to realize potential. Total price $55,000.00—with $15,000.00 down and balance on easy terms.

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Daytime radio station in market of over 200,000. Very well equipped. Sale includes land and transmitter building. Another absentee-owned property in need of personal owner attention. Priced at $125,000.00 with 29% down.

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GARD appointed eastern sales manager and midwest sales manager, respectively, of Screen Gems. ARTHUR BREECHER, formerly of Official Films, joins Screen Gems as account executive.

• JEAN DALRYMPLE named executive producer of International Telemeter Co. (Canadian pay tv), division of Paramount Pictures Corp. She has been producer in New York City Center.

• EDGAR PETERSON, tv producer and executive producer of *Climax*, *Have Gun, Will Travel*, *Gunsmoke* and *The Lineup*, named producer of forthcoming ABC-TV series based on memoirs of Sir Winston Churchill.

• SERGE VALLE, formerly research manager of California National Productions, N.Y., to National Television Assoc. as research manager.

MR. BLOCK

• WILLARD BLOCK, account executive at CBS Films Inc., N.Y., named international sales manager. JACK BALLARD, formerly manager of film programming at NBC New York, appointed manager, programs—Hollywood, for CBS Films Inc.

• LAURENCE S. UNTERMEYER, formerly producer-director-writer at NBC New York, named associate producer of Transfilm-Wylde Animation, N.Y., art and animation production affiliate of Transfilm-Caravel Inc., N.Y.

• FRANK W. WEBB, formerly account executive for Independent Television Corp., appointed salesman for United Artists Associated, Dallas.

• HENRY E. KNAUP, formerly with Pintoff Productions, N.Y., to WARREN R. SMITH (tv commercial producer), Pittsburgh, as production representative.

• ANITA DANIELS, formerly with TV Key (tv previewing service) to The Jingle Mill, N.Y., as production assistant.

Equipment & Eng'ring

• EDWARD DIETRICH named district manager of Sylvania tv sets, radios and hi-fi equipment in Denver area. Sylvania is subsidiary of Sylvania Electronic Products Inc.

• HENRY F. SCHUNK, manager of Raytheon Co.'s Semiconductor Div. training center, Lewiston, Me., appointed division sales manager.

• CECIL S. BIDLACK, formerly with Smith Electronics, Brecksville, Ohio, joins Carl E. Smith Consulting Engineers, that city. Smith Electronics is sister firm of Smith Consulting Engineers.

International

MR. DAVIDSON

• JACK DAVIDSON, executive vp of CKY Winnipeg, Man., appointed general manager of new ch. 7 tv station at Winnipeg. STEWART MACPHERSON, general manager of Winnipeg Enterprises Corp., named program director of station. Mr. MacPherson was with British Broadcasting Corp. as war correspondent and news commentator with Columbia Broadcasting System. R.S. MISENER elected president of Channel Seven Television Ltd., (owners of new station) and LLOYD E. MOFFAT, president of CKY Winnipeg, vp. T.O. PETERSON elected treasurer and CAMPBELL HAIG, secretary. New directors were WALTER E. KROEKER, president of CFAM Altona, Man., and ROLAND G. COUTURE, general manager of CKSB St. Boniface, Man. Station expects to be on air before year-end, and is constructing $443,000 studios and transmitter building at Polo Park.

• AL D'EON, general manager of CHUC Cobourg, Ont., to Trans-Ocean Radio & Tv Representatives Ltd., Toronto.

• BOB ACKLAND, formerly account executive of CKWX Vancouver, B.C., to retail sales manager of Time O'Day Adv. Ltd., Vancouver.

Allied Fields

MR. HELLMAN

• GORDON A. HELLMANN, formerly director of advertising and sales promotion of Transcontinent Television Corp., forms Hellmann Marketing Services to provide consultation and creative marketing services for clients in broadcasting and related fields. New agency is located 654 Madison Ave., New York 21, N.Y. Telephone: TEmpleton 8-8834.

• JAMES STUART GALBRAITH, CPA, forms Airtime Procedures (service to handle paperwork involved in employment of talent for radio and tv programs and commercials by producers and advertising agencies). Headquarters are at 6636 Hollywood Blvd., Hollywood, Calif. Phone: HOllywood 1-9919.

Gospel talent hunt

Continuing its policy of testing new radio promotion ideas, Pet Milk Co. has completed a five-week gospel talent search contest on KCOH Houston—with highly gratifying results to its agency, Gardner Adv. Co.

Bidding for the Negro market, Pet Milk launched its search on a test basis early this year, with KCOH airing auditions each Sunday through Feb. 21. The station reports it received over 15,000 votes from the five hourly programs and an attendance of over 4,000 people for the finals despite inclement weather.

First prize was an all-expense-paid trip to Chicago for the winning gospel group, with scheduled appearances on Pet Milk's Sid McCoy Negro program, *Sunday Morning*, aired on about 60 U.S. stations.

Purpose of the Houston promotion was to achieve roughly the same results as the advertiser claims to get from its sponsorship of the *Grand Ole Opry* country and western music talent hunt on Keystone Broadcasting System.

Bowling anyone?

The third annual "Dream Game" presented over WOR-TV New York's *Major League Bowling* program will be held on March 19 (10:30-11 p.m.) under the sponsorship of Pabst Brewery and Tareyton cigarettes. Ace bowlers Harry Smith and Don Carter were chosen by viewers to participate in the "Dream Game," which will be described by sports commentator-announcer Guy LeBow. The Armed Forces Radio Service will broadcast the match to its outlets throughout the world.

Volunteer politicians sought

WIND Chicago has embarked on a campaign to attract volunteer workers for major political party activity.

Gordon Davis, general manager of the Westinghouse outlet, described it as "frankly an experiment" in radio and "for all we know in any medium." The plan was evolved in cooperation with the Citizens of Greater Chicago and has the approval of both the Republican and Democratic parties.

WIND has obtained recorded statements from over 20 political workers, testifying to their effectiveness as volunteers and decrying earlier fears which originally deterred them from any political participation.

The champ

KRAK Stockton-Sacramento, Calif., is conducting a "Jack Paar Undisputed Ego" contest. Object of the project is to determine how many times Mr. Paar said "I" and "me" during his March 7 comeback show. Winner of the contest will receive a tape of the Paar telecast.

Mystery & solution • KABC-TV Los Angeles conducted a month-long contest during February in which they asked viewers to identify "The Mystery Dancer," who appeared on taped segments of Al and Marilyn Jarvis' *Let's Dance Show*. In addition, contestants were required to give reasons why everyone should contribute to the Heart Fund. Nearly 10,000 entries poured in, for which the fund thanked KABC-TV. The winner got a new Ford Falcon from Ladd Ford, the program's sponsor. At right—The Mystery Guest, who turned out to be comedian Jack Carson, and hosts, Mr. and Mrs. Jarvis.

Payola written in blood

WWDC Washington entered into an agreement with top local record promoters and distributors to play for pay. What did the station want, blood? Exactly.

Each record magnate agreed to donate a pint of blood to promote Red Cross Month in exchange for exposure of their platters by WWDC disc jockey Fred Fiske. The personality's show originated from the Red Cross blood donor center and some 14 pints of blood were contributed as a result of the "payola" arrangement.

4-H achievement awards

WEW St. Louis has announced an annual award for a deserving 4-H Club youngster for meritorious achievement. The award will be made for four counties in Missouri and Illinois. Paul Vogel, WEW farm director, said the purpose of the WEW Golden Land Farm Service 4-H award will be to give youngsters "a tangible gift, to remind them in later years of their achievement."

Citizens speak up

KMOX St. Louis is airing a daily discussion show *At Your Service*, featuring a different civic leader each day speaking on a topical subject. Following the discussion, the remainder of the hour is made available to listeners who may query the invited guest. The station reports that its 13 trunk lines have been in constant use to receive the calls.

Plant a tree week

KCBS San Francisco has organized and promoted an extensive campaign to urge citizens to beautify the Bay Area by observing "Plant a Tree Week." California's Gov. Edmund Brown wired praise to the station for donating the time to the civic project. He said that Californians and their children and the generations to come will benefit from the trees.

The mayor proclaimed the week an official observance and commended KCBS and the chamber of commerce for their participation. The station is offering a perpetual trophy to the community in that area that makes the most significant improvement. Each day of

the week, March 6-12, was designated for different groups within the community for tree-planting, aided by members of the KCBS staff.

Listeners tell tv views

KWTV (TV) Oklahoma City used a half-hour of prime evening time to stir viewers' interest in the problem: "What is *Wrong* with Television?"

After attempting to demonstrate the difference between "imaginative advertising" and "deception," moderator Bruce Palmer, the station's news director, showed a number of man-in-the-street interviews and then asked the viewer "What do *you* think?" The response was substantial, the station reports, with most viewers in favor of tv as it is and opposed to added government control. Those interviewed on the program seemed opposed to some commercials, but not all felt that violence on tv was not excessive and that the industry should clean its own house where needed without government prodding.

Mr. Palmer explained the technical problems in producing commercials under studio conditions showing how plastic facsimiles were used for food products that would be ruined under the strong lights, how colors are distorted by the black-and-white cameras, etc. He also pointed out that balancing the action programs that have come under fire are public service and cultural programs presented regularly.

KWTV says it is encouraged by the success of the show and is planning to do a similar program on "taste" later this month.

• Drumbeats

Booster days • WOW-TV Omaha, Neb., was invited to participate in Creighton U.'s business administration booster days last month. The station installed a booth which featured literature WOW-TV publishes to sell the Omaha market and ch. 6 to national advertisers, tying in directly with the theme of the show—dynamics of consumer relations.

The grand tour • John K. West, vice president of NBC's Pacific Div. (center, wearing glasses), was host to five promotion managers of network affiliate stations. The five were top prize winners in NBC's contest for the best jobs of promoting its fall nighttime schedule. They were treated to two weeks in Hollywood and Las Vegas, visiting the NBC studios and lots and watching operations, as well as a whirl of hotels and nightclubs. L to r the winners are: Caley Augustine, WIIC (TV) Pittsburgh; Jim Knight, WTRF-TV Wheeling, W.Va.; (Mr. West); Edna L. Seaman, WFBV-TV Greenville, S.C.; Charles Cash, WSM-TV Nashville, and Henry F. Hines, WBAL-TV Baltimore.

'Dog of Flanders' promotion • In cooperation with Chicago's Balaban & Katz theatre chain, WBKB (TV) there offered free tickets to viewers for special preview showings of a new motion picture, "Dog of Flanders." The ABC-owned station ran a series of 11 promotional spots on three of its children's programs—*Jobblewocky Place*, *Here's Geraldine* and *Chatter's World*—over a seven-day period. As of Feb. 26, WBKB reports it received 5,233 mail pieces and that the requests completely filled three B & K theatres previewing the film the following day. In all, there were requests for over 10,000 tickets, far exceeding the combined theatre capacities of 6,000 seats.

Gorilla on the streets • In an effort to promote interest in Fred Gage's weekday record program, WBBM Chicago is sending out a gorilla to area high schools and shopping centers. It's part of the station's "Name the Gorilla" contest in which listeners are competing for prizes during a month-long promotion.

Not too shy • In a leap year telephone romance heard over WQAM Miami, Fla., a young lady proposed to a young man. He accepted. Part of the station's leap year contest, the couple was provided with the marriage license and the girl received a watch. To receive her prize the proposal has to lead to marriage within one year. A quote by the "acceptor": "I'll have to . . . because it would be much easier than me havin' to think up words of my own to ask her later . . ."

Week at Elysee • In one week (Feb. 22-26) Ralph Dawson, national sales manager, WXYZ-TV Detroit, made 10 presentations, each consisting of color transparencies and pretaped narration on "A Week at Broadcast House," the new WXYZ-AM-TV facility. The presentation, held at the Elysee Hotel in New York, took agency executives through one full week of broadcasting. More than 250 agency people that week were guests at either luncheon at noon or hors d'oeuvres at cocktail time.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues and Yearbook Number 11.00
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city *zone* *state*

Send to home address — —

* Occupation Required

Station Authorizations, Applications

As Compiled by BROADCASTING

March 2 through March 9. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Clearwater, Fla.—West Coast Telecasting Corp. Granted uhf ch. 32 (578-584 mc); ERP 9.33 kw vis., 5 kw aur.; ant. height above average terrain 282.7 ft., above ground 297.15 ft. Estimated construction cost $130,534, first year operating cost $60,000, revenue $75,000. P.O. address 26 Manson Arcade Bldg., Clearwater. Studio-trans. location 121 N. Osceola Ave. Geographic coordinates 27° 58' 00" N. Lat., 82° 48' 04" W. Long. Trans.-ant. GE. Legal counsel Roy St. Louis, Washington. Consulting engineer John Mullaney, Washington. Owned by group headed by George E. Reynolds Jr. Ann. Mar. 9.

***Ogden, Utah—Weber County School District.** Granted uhf ch. 18 (494-500 mc); ERP 45 kw vis., 225 kw aur.; ant. height above average terrain -850 ft., above ground 112 ft. Estimated construction cost $59,749, first year operating cost $16,700. P.O. address 1122 Washington Blvd., Ogden, Utah. Studio and trans. location 1122 Washington Blvd., Ogden. Geographic coordinates 41° 14' 44" N Lat., 111° 58' 07" W. Long. Trans. GE TT-24-A, ant. GE TY-21-B. Ann. Mar. 9.

Existing Tv Stations

ACTIONS BY FCC

WPCA-TV Camden, N.J. — Granted (1) waiver of Sec. 3.685 (a) of rules (minimum principal city signal) and (2) application to change station location to Philadelphia, Pa., reduce vis. ERP from 17.8 kw to 11.94 kw aur. ERP from 9.77 kw to 6.446 kw, change studio and trans. location, type of ant., ant. structure and equipment, and increase ant. height from 250 ft. to 750 ft. Comrs. Ford and Cross dissented. Ann. Mar. 9.

KCND-TV Pembina, N.D. — Waived Sec. 1.323 (b) of rules and granted application for cp to replace expired permit; extended completion date to Sept. 2. Ann. Mar. 9.

New Tv Translator

ACTION BY FCC

Mid-Columbia Community Tv Corp.; The Dalles, Ore., and Goldendale, Wash.—Granted cp for new tv translator station on ch. 73 to translate programs of KGW-TV (ch. 8) Portland, Ore. Ann. Mar. 9.

New Am Stations

APPLICATIONS

Santa Maria, Calif.—Artistry in Radio Co. 1600 kc, .5 kw D. P.O. address 7766 Torreyson Dr., Los Angeles, Calif. Estimated construction cost $17,400, first year operating cost $45,000, revenue $48,000. Applicant is **Willis R. Harpel**, employe of WNXI (TV) Hollywood, Calif. Ann. Mar. 9.

White Bear, Minn. — **White Bear Radio Corp.** 1050 kc, 1 kw D. P.O. address W-3100 First Natl. Bank Bldg., St. Paul, Minn. Estimated construction cost $44,817, first year operating cost $95,000, revenue $110,000. Principals include **Cladmir Inc.**, group headed by **H. & Val. J. Rothschild**, 50%, **Robert E. Peters** and **Quentin J. David**, 25% each. Cladmir Inc. is holding corp. with interest in WSPT Stevens Point, Wis. Mr. Peters is meat processor. Mr. David is in advertising. Ann. Mar. 3.

New City, N.Y.—Rockland Bcstrs. 910 kc, 1 kw D P.O. address 169 N. Main St., New City, N.Y. Estimated construction cost $18,689, first year operating cost $35,000, revenue $45,000. Principals are **Albert Spiro** and **Keith Connes**, equal partners. Mr. Spiro is employe of WNEW New York. Mr. Connes is employe of Young & Rubicam, advertising agency. Ann. Mar. 2.

Perry, N.Y.—Letchworth Bcstg. Inc. 1430 kc, 1 kw D. P.O. address 10 Covington St., Perry, N.Y. Estimated construction cost $30,917, first year operating cost $38,880, revenue $48,000. Principals **Gerald I. Miller, Thomas R. Benton**, 42% each, and others. Applicants are employes of Associated Press. Ann. Mar. 8.

Salem, Ore.—Salem Bcstrs. 1220 kc, 1 kw D. P.O. address Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $32,350, first year operating cost $60,000, revenue $78,000. Principals are **Reid W. Dennis**, 50%, **Diana Redington** and **Genevieve deDampierre Casey**, 25% each. Mr. Dennis is in manufacturing and insurance. Ann. Mar. 2.

Abilene, Tex.—Jack Hughes. 1560 kc, 5 kw D. P.O. address Box 5166, Abilene, Tex. Estimated construction cost $17,605, first year operating cost $36,000, revenue $40,000. Applicant is in auto and airplane sales and service. Ann. Mar. 4.

Ozona, Tex.—Golden Triangle Bcstrs. 1330 kc, 500 kw D. P.O. address P.O. Box 276, Big Lake, Tex. Estimated construction cost $12,669, first year operating cost $18,000, revenue $36,000. Applicant is **Don Renault**, owner of KBLT Big Lake, Tex. Ann. Mar. 2.

Existing Am Stations

ACTIONS BY FCC

KCHJ San Luis Obispo, Calif.—Granted six-month extension of time to construct new station on 1280 kc, 500 w D. By letter, is being advised that any further extension may be granted only if it appears that copending application for change in station location is likely to receive favorable action within reasonable period of time. Ann. Mar. 9.

WHEW Riviera Beach, Fla. — Granted change on 1600 kc from 1 kw D to 1 kw, DA-N, unl.; engineering conditions. Ann. Mar. 9.

WSIP Paintsville, Ky.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N; remote control permitted; engineering condition. Ann. Mar. 9.

KXXL Bozeman, Mont.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N. Ann. Mar. 9.

KQIK Lakeview, Ore. — Granted change from Unl. to specified hours, D, continuing operation on 1230 kc, 250 w. Ann. Mar. 9.

WLDY Ladysmith, Wis.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N; engineering condition. Comr. Bartley dissented. Ann. Mar. 9.

KTOD Sinton, Tex.—Granted six-month extension of time to construct changed facilities (from 1 kw, D, DA, to 1 kw-LS, 500 w-N, DA-2, on 1590 kc). By letter, is being advised that any further extension may be granted only if it appears that copending application to make changes in nighttime directional system is likely to receive favorable action within reasonable period of time. Ann. Mar. 9.

APPLICATIONS

WTCX St. Petersburg, Fla.—Mod. of SCA to change sub-carrier freq. from 41 and 67 kc to 26 and 65 kc and make changes in equipment. Ann. Mar. 7.

WLBK DeKalb, Ill.—Cp to increase power from 500 w to 1 kw (1360 kc). Ann. Mar. 3.

WJBK Detroit, Mich.—Amendment to application for cp to make changes in daytime DA system (1500 kc). Ann. Mar. 7.

New Florence, Ore.—Amendment to cp which authorized new standard broadcast station on 860 kc, with power of 1 kw and daytime hours of operation to change freq. to 900 kc. Ann. Mar. 4.

KOKO Warrensburg, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Mar. 4.

WPIT-FM Pittsburgh, Pa. — Mod. of cp which authorized new fm broadcast station for extension of completion date. Ann. Mar. 7.

New Fm Stations

ACTIONS BY FCC

Los Altos, Calif. — **William J. Greene.** Granted 97.7 mc, 1 kw. P.O. address 177 Second St., Box 818, Los Altos, Calif. Estimated construction cost $22,422, first year operating cost $36,000, revenue $30,000. Mr. Greene is in life insurance business. Ann. Mar. 9.

Woodland, Calif.—Interstate Bcstg. Co. Granted 95.3 mc, 750 w. P.O. address Box 593 West Sacramento, Calif. Estimated construction cost $6,975, first year operating cost $15,600, revenue $24,000. Applicant is **Melvyn E. Lucas** who is general manager of KCCC (TV) Sacramento. Ann. Mar. 9.

***Chicago, Ill.—U. of Chicago.** Granted 89.1 mc, 10 w. P.O. address 5801 S. Ellis Ave., Chicago 37, ℅ Dean John Netherton. Estimated construction cost $1,705, first year operating cost $1,200. Ann. Mar. 9.

Wilmington, N.C.—Dunlea Bcstg. Industries Inc. Granted 93.9 mc, 6.8 kw. P.O. address Box 1889, Wilmington, N.C. Estimated construction cost $4,000, first year operating cost $3,000, revenue $6,000. Principals include **Richard A. Dunlea**, 50%, and others. Mr. Dunlea was former 58% owner of WMFD-TV Wilmington, N.C. Ann. Mar. 9.

Jenkintown, Pa.—William L. Fox. Granted 103.9 mc, 750 w. P.O. address 1401 Juniper Ave., Melrose Park, Pa. Estimated construction cost $17,500, first year operating cost $15,000, revenue $15,000. Applicant is attorney. Ann. Mar. 9.

Austin, Tex.—The LBJ Co. Granted 93.7 mc, 52 kw. P.O. address Box 1155, Austin, Tex. Estimated construction cost $55,256, first year operating cost $37,500, revenue $27,500. Applicant is licensee of KTBC-AM-TV Austin, and KRGV-AM-TV Weslaco, both Texas. Ann. Mar. 9.

Seattle, Wash. — **Arthur Siegal.** Granted 93.3 mc, 6.64 kw. P.O. address 1051 N. 38th St., Seattle, Wash. Estimated construction cost $13,062, first year operating cost $12,000, revenue $15,000. Applicant is electrical contractor. Ann. Mar. 9.

Watertown, Wis. Granted 104.7 mc. 3.034 kw. P.O. address 104 W. Main St., Watertown, Wis. Estimated construction cost $10,000. Applicant is **Carl V. Kolata** who is 50% owner of WTTN Watertown. Applicant station will duplicate WTTN programming. Ann. Mar. 9.

APPLICATIONS

Denver, Colo. — **Metropolitan Tv Corp.**

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
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103.5 mc, 49.8 kw. P.O. address 1044 Lincoln St., Denver, Colo. Estimated construction cost $36,087, first year operating cost $5,000. Principals include **Bob Hope,** 42.5%, **Hendrie & Bolthoff,** 15.5%, and others. Mr. Hope is tv star. Hendrie & Bolthoff, distributor of mining machinery, is headed by Herbert G. Andrews, president, has no other radio interests. Ann. Mar. 7.

Hopkinsville, Ky.—Pennyrile Bcstg. Co. 100.3 mc, 3.73 kw. P.O. address 808½ S. Main St., Hopkinsville, Ky. Estimated construction cost $9,330, first year operating cost $2,500, revenue $5,500. Principals are **William H. Higgins, A.W.W. Higgins** and **John M. Higgins,** 33⅓ each, owners of WKOA Hopkinsville, Ky. Ann. Mar. 4.

Grand Rapids, Mich.—Ottawa Bcstg. Corp. 94.5 mc, 36.96 kw. P.O. address U.S. Route 31 and James St., Holland, Mich. Estimated construction cost $26,500, first year operating cost $30,000, revenue $37,500. Principals include **Bernard Brookema,** 50.9%, **Bernard Grysen,** 17.5%, and others, licensees of WJBC Holland, Mich. Ann. Mar. 9.

Forest City, N.C. — Tri-City Bcstg. Co. 105.3 mc, 3.33 kw. P.O. address P.O. Box 280, Forest City, N.C. Estimated construction cost $8,763, first year operating cost $4,200, revenue $8,000. Principals are **Gerard T. Becknell** and **A. Hager Lovelace,** equal partners, owners of WAGY Forest City, N.C. Ann. Mar. 4.

Atlantic City, N.J. — Melvin Gollub, 95.1 mc, 3.55 kw. P.O. address 624 Galahad Rd., Plymouth Meeting, Pa. Estimated construction cost $8,500, first year operating cost $10,000, revenue $12,000. Applicant is 50% owner of WIFI (FM) Philadelphia. Ann. Mar. 2.

Pittsburgh, Pa.—Nemco Bcstg. Corp. 100.5 mc 2.82 kw. P.O. address Consolidated Bldg., Indianapolis, Ind. Estimated construction cost $21,194, first year operating cost $28,170, revenue $36,700. Principals are **Merle H.** and **Ophelia L. Miller,** equal partners. Mr. Miller is lawyer. Ann. Mar. 4.

Greenville, S.C. — Bob Jones University Inc. 94.5 mc, 840 kw. P.O. address Greenville, S.C. Estimated construction cost $5,525, first year operating cost $9,549, revenue $7,044. Applicant owns WMUU Greenville, non-profit educational station. Ann. Mar. 2.

Milwaukee, Wis. — Munco Bcstg. Corp. 99.1 mc. 14.1 kw D. P.O. address Consolidated Bldg., Indianapolis, Ind. Estimated construction cost $24,367, first year operating cost $29,770, revenue $38,000. Principals are **Merle H.** and **Ophelia L. Miller,** equal partners. Mr. Miller is lawyer. Ann. Mar. 9.

Existing Fm Stations

ACTIONS BY FCC

KRKD-FM Los Angeles, Calif. — Granted renewal of licenses for fm station and multiplex SCA subject to whatever further action commission may deem appropriate as result of pending request or waiver of Sec. 3.293 of commission's rules in light of decision of U.S. Court of Appeals, D.C. Circuit, in *Functional Music Inc.* v. *USA & FCC,* Case Nos. 14,374 and 14,375. Ann. Mar. 9.

Commission granted SCA for following fm stations to engage in functiona' music operation on multiplex basis: WNSL-FM Laurel, Miss.; KROS-FM Clinton, Iowa; KIXL-FM Dallas, Tex., and KOCW (FM) Tulsa, Okla. Ann. Mar. 9.

APPLICATIONS

WFMG Gallatin, Tenn.—Mod. of cp which authorized new fm broadcast station to change freq. from 107.3 mc, ch. 297 to 95.5 mc, ch. 238. Ann. Mar. 3.

Ownership Changes

ACTIONS BY FCC

WABT Tuskegee, Ala.—Granted transfer of control from **Andalusia Bcstg. Inc.** to **John M. Wilder;** consideration $58,000. Ann. Mar. 9.

KCCL Paris, Ark.—Granted assignment of license from **Ellis W.** and **Bob W. Cochran** to **Gordon Hixson;** consideration lease of broadcast property for period of 5 years at $100 per week with option to buy for $30,000 within one year from Jan. 1, 1960. Ann. Mar. 9.

KROG Sonora, Calif.—Granted (1) renewal of license and (2) assignment of license to **Harlan L. Egan** and **Ralph P. Bowen,** d/b as **Sonora Bcstg. Co.;** consideration $25,000. Ann. Mar. 9.

KGEK Sterling, Colo.—Granted assignment of license to KGEK Inc.: **Elmer G. Beehler** to sell 80% to **Garnet C.** and **Alvin A. Ross,** daughter and son-in-law, for $40,000. Ann. Mar. 9.

KBRV Soda Springs, Idaho—Granted assignment of license to **J.C. Wallentine** (has interest in KVEL Vernal, Utah); consideration $36,000. Ann. Mar. 9.

KFRA Franklin, La.—Granted assignment of cp to KFRA Inc. **(Lionel B. Deville,** president. will retain 45%, **Chris T. Duplechain** will require 45%, without monetary consideration, and **L.J.N. DuTriel** to accept 10% in payment for engineering services). Ann. Ma...

KENT Shreveport, La.—Granted transfer of control from **Troy Kaichen** to **Edwin J. Charles, Gervase Stafford** and **Arthur P. Rykken;** consideration $38,000. Ann. Mar. 9.

KRBI St. Peter, Minn.—Granted assignment of license to **Seehafer** and **Johnson Bcstg. Corp. (Donald W. Seehafer** and **Robert C. Johnson);** consideration $47,000. Ann. Mar. 9.

WGTC Greenville, N.C.—Granted assignment of licenses and cp to **WGTC Bcstg. Co. (A.W. Lewin);** consideration $140,000. Ann. Mar. 9.

KWIL Albany, Ore.—Granted (1) renewal of license and (2) transer of control from **Larry Gordon** and **Jerry Marks** to **KWIL For Christ Inc.** (inter-denominational religious nonprofit corporation with **Claude Buerge,** president); consideration $2,501. Ann. Mar. 9.

WESN North Augusta, S.C.—Granted assignment of cp from **Stathy J. Verenes, John H. Williams,** et al., to **Shelton J. Rimer** and **Ted R. Woodard,** d/b under same name; consideration $2,808. Ann. Mar. 9.

WHEY Millington, Tenn.—Granted assignment of license from **Robert G. Watson** and **Fred L. Thomas** to **John M. Latham** and **Robert C. Whiteley, Jr.,** d/b as WHEY Radio Service; consideration $63,500. Mr. Latham owns 50% interest in WTRO Dyersburg, and Whiteley and wife own WKBL Covington, both Kentucky. Comr. Bartley dissented. Ann. Mar. 9.

APPLICATIONS

WEBZ Bessemer, Ala.—Seeks assignment of license from **Bessemer Bcstg. Inc.** to **Trans-America Bcstg. Corp.** for $85,000. Applicant is **H.C. Young Jr.,** sole owner. Mr. Young holds interest in WENO Madison and KWAM Memphis, both Tennessee. Ann. Mar. 3.

WTCB Flomaton, Ala.—Seeks transfer of control of **Tri-City Bcstg. Inc.** from **Carl E. Jones,** 50%, **Andrew J. Lee,** 49%, and **Dot C. Lee,** 1%, to **Carl E. Jones,** sole owner, for $5,500. Mr. Jones is in banking. Ann. Mar. 9.

KJBS San Francisco, Calif.—Seeks assignment of license from **KJBS Bcstrs.** to **Argonaut Bcstg. Co.** for $425,000. Principals include **A.J. Krisik,** 22.5%, **Theodore J. Wolf** and **Andrew Judson Sturtavant Jr.,** both 12.5%, and others. Messrs. Krisik and Wolf are owners of KFIV Modesto, Calif. Mr. Krisik also holds 50% interest in KNGS Hanford, Calif. Mr. Sturtevant is employe of KFIV Modesto. Ann. Mar. 9.

KUDY Littleton, Colo.—Seeks assignment of license from **Skyline Bcstg. Inc.** to **MOR Bcstg. Corp.** for 20 years rental for $240,000. Principals are **Robert B. Martin,** 64.10%, **Timothy D. O'Connor,** 25.64%, and **Robert A. Rubin,** 10.26%. Mr. Martin is free-lance employe of various Denver radio stations. Mr. O'Connor is employe of KIZ Denver; Mr. Rubin is employe of KDEN Denver. Ann. Mar. 7.

WSUG Clewiston, Fla.—Seeks assignment of license from **Sugarland Bcstg. Co.** to **William H. Finch** for $47,500. Applicant has minority interests in KGOL Golden, Colo., and KWYR Winner, S.D. Ann. Mar. 9.

KSFE Needles, Calif.—Seeks assignment of license from **Needles Bcstg. Co.** to **SHS Bcstg. Corp.** for $35,000. Principals include **Gabe Shuirman,** 31.25%, **David Shuirman,** 18.75%, and others. Gabe Shuirman is in hardware. David Shuirman is employe of CBS. Ann. Mar. 2.

WTCW Whitesburg, Ky.—Seeks transfer of negative control of **Folkways Bcstg. Inc.** from **Clarence (Hank) Snow,** 50%, **Ernest Tubb,** 45%, and **Charles E. Mosley,** 5%, to **Clarence (Hank) Snow** and **Ernest Tubb,** equal partners, for $2,500. Messrs. Snow and Tubb, cowboy singers, also hold interest in WHBT Harriman, Tenn. Ann. Mar. 9.

KLFD Litchfield, Minn.—Seeks assignment of license from **Meeker County Radio Inc.** to **C.W. Doebler & Assoc. Inc.** for $30,000. Principals include **Carrington W. Doebler,** 77.44%, **Walter L. Dennis,** 22.48%, and others. Mr. Doebler was formerly employe of CBS. Mr. Dennis is employe of WBBM-FM Chicago. Ann. Mar. 3.

WCRR Corinth, Miss.—Seeks transfer of control from **George W. Scott Jr.,** sole owner, to **Rebel Radio Inc.** for $1,000 plus assumption of $42,120 in debts. Principals are **W.I. Dove,** 50%, **Luther C. Moore,** 40%, and **Dexter C. Cadle,** 10%. Mr. Dove is 40% owner of WTUP Tupelo, Miss. Mr. Moore is in clothing business. Mr. Cadle is manager of WBIP Booneville, Miss. Ann. Mar. 1.

WHBT Harriman, Tenn.—Seeks transfer of negative control of **Folkways Bcstg. Inc.** from **Clarence (Hank) Snow,** 50%, **Ernest Tubb,** 45%, and **Charles E. Mosley,** 5%, to **Clarence (Hank) Snow** and **Ernest Tubb,** equal partners, for $500. Messrs. Snow and Tubb, cowboy singers, also hold interest in WTCW Whitesburg, Ky. Ann. Mar. 9.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 9

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3404	63	74	808
FM	645	63	163	106
TV	472	52	103	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 9

	VHF	UHF	TV
Commercial	447	77	524
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through February 29, 1960

	AM	FM	TV
Licensed (all on air)	3,404	645	472[1]
CPs on air (new stations)	58	51	55[2]
CPs not on air (new stations)	79	152	97
Total authorized stations	3,541	848	672
Applications for new stations (not in hearing)	583	78	58
Applications for new stations (in hearing)	231	34	65
Total applications for new stations	814	112	123
Applications for major changes (not in hearing)	683	35	35
Applications for major changes (in hearing)	188	10	20
Total applications for major changes	871	45	55
Licenses deleted	0	1	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

KASE Austin, Tex. — Seeks transfer of negative control of **Austin Radio Co.** from **Jacob A. Newborn Jr.**, trustee for **Nancy** and **Nena Newborn**, 75%, and **Dr. E.J. Lund**, 25%, to **Jacob A. Newborn Jr.** and **Dr. E.J. Lund**, equal partners, for $15,000. Dr. Lund is in real estate. Ann. Mar. 9.

KDWT Stamford, Tex.—Seeks assignment of license from **A. Boyd Kelley**, sole owner, to **ABKO Bcstg. Co.** Principals include Mr. Kelley, 51%, **Robert Prichard**, 40%, and others. Mr. Prichard is manager of KDWT. Ann. Mar. 7.

WSTA St. Thomas, V.I.—Seeks assignment of license from **Island Bcstg. Inc.** to **William M. O'Neil**, for $86,000. Mr. O'Neil has interest in WSKP Miami, Fla. Ann. Mar. 1.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting (1) application of Catskills Bcstg. Co. for new am station to operate on 1370 kc, 500 w, D, in Ellenville, N.Y., and (2) petition by Ellenville Bcstg. Co. to dismiss without prejudice its application for same facilities in Ellenville. Ann. Mar. 7.

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Santa Rosa Bcstg. Co. for new am station to operate on 1460 kc, 1 kw, DA, D, in Santa Rosa, Calif. Ann. Mar. 8.

OTHER ACTIONS

Independent Bcstg. Inc., Darien, Conn.; High Fidelity Music Co., Port Jefferson, N.Y.—Designated for consolidated hearing applications for new class A fm stations to operate on 95.9 mc; made WQXR-FM New York, N.Y., party to proceeding. Ann. Mar. 9.

By memorandum opinion and order, Commission denied petition by Interstate Bcstg. Inc. (WQXR), New York City, for review of chief hearing examiner's denial to WQXR for intervention in proceeding on application of Ulster County Bcstg. Co. for new am station in Ellenville, N.Y., and dismissed WQXR petition to enlarge issues. Ann. Mar. 3.

By order, Commission, on petition by William E. Clark, severed from consolidated proceeding and granted his application to change location of fm station KDOG from La Habra to Anaheim, Calif.; engineering condition. Ann. Mar. 3.

By memorandum opinion and order, Commission granted petition by High Fidelity Stations Inc. and deleted financial issue in proceeding on its application to change operation of KPAP Redding, Calif., from 1270 kc, 1 kw, D, to 1330 kc, 5 kw, D. Ann. Mar. 3.

By order, Commission stayed effective date of Jan. 13 initial decision which looked toward granting application of Sherrill C. Corwin to change trans. site of KGUD-FM (formerly KFMC) Santa Barbara, Calif., and increase ERP from 29.5 kw to 30.7 kw and ant. height from minus 800 ft. to 2,930 ft., pending further review by Commission. Ann. Mar. 2.

Commission on March 7 granted request of Federal Aviation Agency for extension of time from March 7 to June 7 for comments and to June 17 for replies in rule-making proceeding looking toward amending part 17 of its rules to reflect FAA as place where proposed ant. towers will be considered with respect to possible hazards to air navigation. Action Mar. 7.

By memorandum opinion and order, Commission granted pleading by Westinghouse Bcstg. Co. (WBZ), Boston, Mass., and American Bcstg. - Paramount Theatres Inc. (WABC), New York, N.Y., to extent of denying requests of Northern California Bcstg. Co., Sacramento, Calif., Stokes Gresham Jr., Elwood, Ind., and Bcstg. Corp. of South West (KCTA), Corpus Christi, Tex., for waiver of or exception to Commission public notice of Aug. 9, 1946, requiring that action be withheld on all proposals to use 1030 kc until conclusion of "clear channel" proceeding, and placed applications in pending file in accordance with Sec. 1.351 of rules. Northern and Stokes are applicants for new stations on 1030 kc and KATR seeks change of operation on 1030 kc. Ann. Mar. 9.

Commission is advising Gila Bcstg. Inc., that (1) applications for renewal of license of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, and KWJB-AM-FM Globe, all Arizona, and application to install new trans. for KCKY Coolidge indicate necessity of hearing on unauthorized control and other operational and technical violation issues, and (2) consideration of applications for assignment of licenses of those stations to Earl Perrin Co., will be deferred. Ann. Mar. 9.

Commission addressed following letter to Mr. John T. Ferguson, Deputy Assistant Attorney General for State of Georgia, concerning proposed change in internal management of am station WGST Atlanta:

"This is with reference to your letter of Dec. 29, 1959, in which you request Commission approval of the resolution attached thereto which was adopted on Dec. 8, 1959 by the Board of Regents of the University System of Georgia, the licensee of WGST Atlanta, Ga. By means of this resolution, Board proposes to abolish the presently existing 'Radio Committee' for WGST (composed of four members of the Board of Regents), substitute in lieu thereof, an 'Operating Committee for Radio Station WGST,' to be composed of three fulltime employees of Board, and have said Committee be responsible for the internal management of the station subject to the approval of the Board.

"It does not appear that the provisions of the above-mentioned resolution, as adopted by the Board, will result in a relinquishment of control of Station WGST by the licensee. Accordingly, the Commission has no objections to effectuation by the Board of Regents of the resolution as adopted." Ann. Mar. 9.

Routine Roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

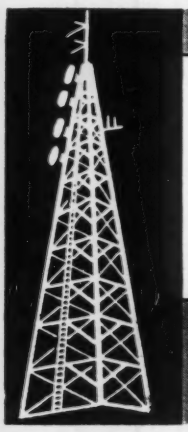
Designated for hearing following proceedings on dates shown: April 21: WDUL Tv Corp., for mod. of cp of WHYZ-TV Duluth, Minn., Panama City, Fla., tv ch. 13 proceeding (TBC Inc. and Bay Video Inc.). Action Mar. 1.

Denied petition by Casas Adobes Community Club for leave to intervene in proceeding on applications to change existing facilities of Alvarado Tv Inc. (KVOA-TV), and Old Pueblo Bcstg. Co. (KOLD-TV), both Tucson, Ariz. Action Mar. 2.

Granted motion by Cal-Coast Bcstrs. that hearing in proceeding on its application and that of Radio Atascadero for new am stations in Atascadero and Santa Maria, both California, be held March 11 in lieu of April 14; proceeding will commence at 9:30 a.m. Action Mar. 4.

Dismissed pleadings by Radio Cabrillo "Opposition to Petition to Dismiss Application Without Prejudice" and "Petition for Reconsideration of Chief Hearing Examiner's Order" in proceeding on applications of Radio Atascadero and Cal-Coast Bcstrs. for new am stations in Atascadero and Santa Maria, both California. Action Mar. 7.

Scheduled session for March 16, 9 a.m., in matter of study of radio and tv network broadcasting for limited purpose of receiving and incorporating into record series of written statements which are pertinent to inquiry. Action Mar. 8.



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By Comr. John S. Cross

Denied petition by Tribune Publishing Co. for leave to amend its application and to reopen record in Portland, Ore., tv ch. 2 proceeding to reflect death of its president, majority stockholder and director, Frank S. Baker, and changes in stock holdings of three of its other stockholders, without prejudice to Tribune's filing new petition for leave to amend and reopen record accompanied by amendment disclosing only that Frank S. Baker is deceased, provision of his will prescribing the disposition of stock he owned in Tribune, current owners of this stock and manner in which stock is now voted and will hereafter be voted under terms of will. Action Mar. 2.

Granted petition by Broadcast Bureau for extension of time to March 7 to file responsive pleadings to petition by protestants Wilton E. Hall and Greenville Tv Co. to review chief hearing examiner's memorandum opinion and order released Feb. 9 in proceeding on application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV Spartanburg, S.C. Action Mar. 2.

By Hearing Examiner J.D. Bond

Pursuant to agreements reached at March 1 hearing, continued further hearing to 9 a.m., March 18 in proceeding on am applications of Irvenna Bcstg. Co., Irvine, Ky., et al. Action Mar. 1.

Granted motion by Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis., and extended from Feb. 29 to March 7 time for informal exchange of engineering exhibits in proceeding on its am application and that of Bill S. Lahm, Wisconsin Rapids, Wis. Action Mar. 1.

Granted petition by Broadcast Bureau and extended from Feb. 29 through March 10 to file responsive pleadings to joint petition by Coastal Tv Co., Supreme Bcstg. Inc., and New Orleans Tv Corp., to delete issue and for other relief in New Orleans, La., tv ch. 12 proceedings. Action Mar. 2.

By Hearing Examiner Basil P. Cooper

Pursuant to ruling of examiner at March 7 prehearing conference, denied motion by Pine Tree Telecasting Corp. (WPTT), Augusta, Me., for continuance of further prehearing conference scheduled for March 7, and scheduled evidentiary hearing for March 28 in proceedings on application of Pine Tree. Action Mar. 7.

By Hearing Examiner Thomas H. Donahue

Denied petition by Broadcast Bureau to reopen record in proceeding on application of Caro Bcstg. Co. and Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action Mar. 2.

By Hearing Examiner Charles J. Frederick

As result of agreement reached at March 1 prehearing conference, continued from March 17 to March 24 hearing on applications of Alvarado Tv Inc. (KVOA-TV), and Old Pueblo Bcstg. Co. (KOLD-TV), both Tucson, Ariz., to change existing facilities. Action Mar. 1.

Pursuant to agreements reached at March 7 prehearing conference in group 7 of proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., scheduled April 16 for final exchange of exhibits, April 25 for notification of witnesses desired, and May 2 for hearing in group 7. Action Mar. 7.

Granted petition by North Shore Bcstg. Corp. (WESX), Salem, Mass., for leave to amend its am application which is in group 7 of consolidated am proceeding to substitute two-tower directional operation for daytime use in lieu of presently proposed non-directional installation. Action Mar. 7.

Granted motion by Sanford L. Hirschberg and Gerald R. McGuire and continued from March 3 to March 31 hearing on its application and that of Fairview Bcstrs. for new am stations in Cohoes-Watervliet and Rensselaer, both New York. Action Mar. 8.

By Hearing Examiner Millard F. French

Granted motion by Suncoast Cities Bcstg. Corp., and extended from March 4 to March 7 time for filing reply findings and conclusions in Largo, Fla., tv ch. 10 proceeding. Action Mar. 3.

Granted request by Tampa Telecasting Inc., and extended from March 7 to March 9 time for filing reply findings and conclusions in Largo, Fla., tv ch. 10 proceeding. Action Mar. 7.

By Hearing Examiner Walther W. Guenther

Granted petition by Community Bcstg. Inc., for leave to amend its application to reduce height of ant. structure from 1,200 ft. to 1,049 ft.; application is in consolidated proceeding with that of Modern Bcstg. Co. of Baton Rouge Inc., both for new tv stations to operate on ch. 9 in Baton Rouge, La. Action Mar. 2.

Rescheduled for 2 p.m., March 10 prehearing conference scheduled for 10 a.m., March 3 in Baton Rouge, La., tv ch. 9 proceeding. Action Mar. 4.

By Hearing Examiner Annie Neal Huntting

Granted petition by General Communications Inc., Lafayette, La., for leave to amend its am application to reflect changes necessitated by death of one of its stockholders; application is in consolidated proceeding with am application of Shelby County Bcstg. Co., Shelbyville, Ind., et al. Action Mar. 7.

By Hearing Examiner H. Gifford Irion

Scheduled prehearing conference for March 9 on am application of KDEF Bcstg. Co. (KDEF), Albuquerque, N.M. Action Mar. 2.

Scheduled further hearing for group C only in proceeding on am applications of Charles J. Lanphier, Golden Valley, Minn., et al., for April 21. Action Mar. 2.

Upon agreement of parties at March 2 prehearing conference, continued hearing from March 21 to May 16 in proceeding on applications of Antennavision Service Inc., for new fixed radio stations at Oatman Mountain and Telegraph Pass, Ariz. Action Mar. 2.

Issued supplemental order governing hearing in proceeding on am applications of Charles J. Lanphier, Golden Valley, Minn., et al., and continued from March 4 to March 11 date for exchange of exhibits in programming in group B, and scheduled March 18 for notification as to witnesses. Action Mar. 3.

Granted petition by Des Plaines-Arlington Bcstg. Co. for leave to amend its application for new am station in Des Plaines, Ill., to change type trans. and to add tabulation of horizontal pattern inadvertently omitted from engineering exhibit accompanying application; application is in consolidated proceeding on am applications of Charles J. Lanphier, Golden Valley, Minn., et al. Action Mar. 7.

By Hearing Examiner David I. Kraushaar

Granted motion by Suburban Bcstrs., Elizabeth, N.J., for extension of time to exchange exhibits and for new hearing date in proceeding on its fm application to extent of extending to March 31 date for applicant to exchange exhibits in draft form, and to April 21 for exchange in final form, and continuing hearing to May 4. Action Mar. 2.

Granted petition by Hiawathaland Bcstg. Co. (WSOO), Sault Ste. Marie, Mich., and reopened record in proceeding on its am application to receive in evidence its exhibit 3 and closed record; scheduled March 10 date to file proposed findings of fact and conclusions and March 17 for replies. Action Mar. 3.

On agreement of parties, rescheduled hearing for 9:30 a.m., March 7 in proceeding on applications of William P. Ledbetter and E.O. Smith for new am stations in Tolleson, Ariz. Action Mar. 4.

By Hearing Examiner Forest L. McClenning

On own motion, continued to date to be subsequently specified prehearing conference scheduled for March 29 in proceeding on applications of Montana-Idaho Microwave Inc., for new fixed radio stations near Pocetello, Monida Pass, all Montana. Action Mar. 1.

Granted motion by Publix Tv Corp., and extended from March 4 to April 15 date for filing of proposed findings of fact and conclusions of law in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Mar. 1.

By Hearing Examiner Herbert Sharfman

Granted motion by Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif., and extended certain procedural dates in proceeding on its am application and that of Robert L. Lippert, Fresno, Calif.; no change in hearing date, April 13. Action Mar. 2.

Scheduled prehearing conference for 9 a.m., March 21, in proceeding on application of WDUL Tv Corp., for mod. of cp of station WHYZ-TV Duluth, Minn. Action Mar. 3.

By Hearing Examiner Elizabeth C. Smith

Granted request by WKDA Bcstg. Inc., Nashville, Tenn., and extended from March 1 to March 7 time to exchange preliminary engineering data in proceeding on its am application which is in consolidated proceeding on am applications of Radio Muscle Shoals Inc. (WOWL), Florence, Ala., et al. Action Mar. 1.

Granted petition by Citizens Bcstg. Co., Lima, Ohio, for acceptance of late filing of its opposition to petition by Charles H. Chamberlain, Urbana, Ohio, for leave to amend its am application; Citizens and Chamberlain are in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 8.

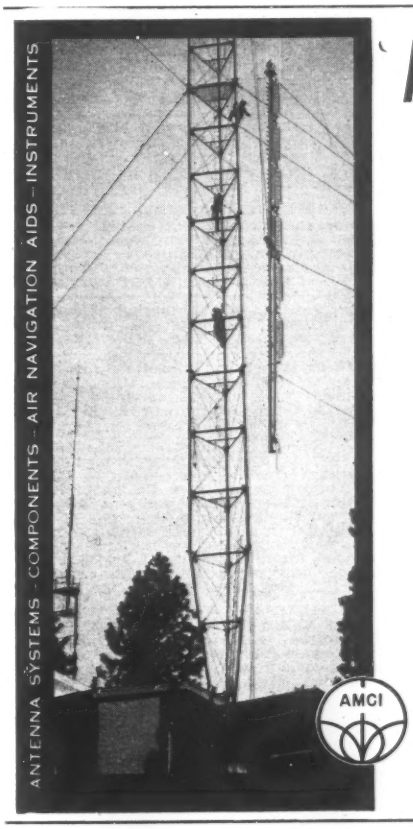
BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 4

WROW-AM-FM, Capital Cities Tv Corp., Albany, N.Y.—Granted mod. of licenses and

Continued on page 107



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Manager with sales background. Southern California am. Incentive plan. Medium size market. Box 642S, BROADCASTING.

Excellent opportunity for hard-working manager-salesman. Small western Carolina market. Must be sober, honest, civic-minded. Salary $125 weekly, plus commission paid monthly. Write Box 653S, BROADCASTING.

Wanted. Manager-salesman for new 5 kw daytimer opening up in Pine Bluff, Arkansas. Must have proven sales ability. Also need salesman for 1 kw daytimer in Meridian, Miss. Send references, photo, previous experience, and salary expectations to: Phillip Brady, Box 604, McComb, Mississippi.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Special sales promotion openings now, Ky.-Ill., Ind.-Ohio, Penna. Top commission. No experience necessary. Box 583S, BROADCASTING.

Experienced salesman with management potential to join group station in the east. Excellent draw plus commission. Send background and snap. Box 620S, BROADCASTING.

Experienced salesman to manage regional sales top rated 5 kw. Box 630S, BROADCASTING.

Salesman for top station in market. Network affiliate. Real opportunity. Box 631S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Wanted: Honest, reliable local times salesman for expanding small market—full time—10 year old newly affiliated network station—well financed—no pressures. Pleasant living conditions in the most famous small town in the U. S. Salary and commission to right man. Send full details to Box 678S, BROADCASTING.

$100-$150 guarantee Delaware good music station. Need sales idea man with at least three years experience. 60th market. Box 681S, BROADCASTING.

Salesman . . . No order takers. Draw against 20% commission. KNCO, Garden City, Kansas.

Salesman needed by established station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Excellent sales opportunity. . . . New station by experienced operators. Salary. Commission. Top accounts. Send details today WDXY, 814 Boulevard Road, Sumter, S.C.

Salesman—single station market—strong community acceptance. Guaranteed draw. Bill Warren, WHLT, Huntington, Indiana.

$8,000 to $10,000 yearly. That's what our top salesmen make with a liberal guarantee against 15%. We're a young, rapidly expanding group of 4 top-rated stations in Birmingham, Shreveport, Jackson, Little Rock—looking for aggressive salesmen with executive ability who aspire to management. If you're 25-40—married—have 2 years experience—send complete resume, references, photo, first letter. McLendon Broadcasting Company, Suite 509 Lamar Building, Jackson, Mississippi.

Announcers

Modern number one format station in one **of ten largest markets auditioning fast-paced, live-wire announcers. Key station** leading chain offers big pay, big opportunity Send tape to Box 884P, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Kentucky station has immediate opening for announcer-engineer combination. Looking for good voice with reasonable knowledge and experience of engineering. Send tape, resume, salary requirements to Box 529S, BROADCASTING.

Capable staff announcer wanted by kilowatt adult music station near Chicago for combination duties as deejay and newsman. Excellent starting salary, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview required. List age, education, family status, references, experience in detail. Box 541S, BROADCASTING.

Central New York 5 kw independent offers top morning spot to mature, experienced, happy personality combo announcer. No maintenance required. Middle of road programming. Send resume, tape, picture. Box 557S, BROADCASTING.

Announcer with control board experience for Pennsylvania station. If no experience, do not apply. Good operation. Adult programming. Opportunity for talent. Box 578S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer wanted. Must have good credit and moral qualifications. Beginners accepted in our training program. Box 606S, BROADCASTING.

Major New England station wants young, photogenic announcer with wide experience and proven ability in radio and tv. Sports color background requested. Box 613S, BROADCASTING.

New Jersey: Experienced newsman-announcer with mature voice. Emphasis on local news, beepers. Salary commensurate with ability. Send tape, resume. Box 632S, BROADCASTING.

Announcer with first phone. No maintenance. 1 kw full-time southern Michigan station. Multiple station operation. Advancement unlimited. Extra benefits. Box 637S, BROADCASTING.

Immediate opening for experienced announcer. Small Carolina market. Write full details, salary requirements. No tapes. 654S, BROADCASTING.

$100.00 per week for experienced morning man. Small mid-Nebraska town—hot station. Located west of Grand Island. Send full information to Box 656S, BROADCASTING.

Experienced announcer with first class ticket. No maintenance required. Eastern Iowa. Box 664S, BROADCASTING.

Combination man—Announcer with 1st class ticket for eastern Massachusetts station. Mail qualifications to Box 677S, BROADCASTING.

Wanted, night shift announcer. Experienced, $85 to start for 44 hours. Send tape and photo and full particulars. Personal interview required. C.C. Andrews, Program Director, KICD, Spencer, Iowa.

Wanted: Combo man with first phone. 500-watt daytime station in north central Missouri. KTTN, Trenton, Missouri.

Wanted, experienced staff announcer. One of best paying stations in Nebraska. Security, excellent working conditions. Send details to KUVR, Holdrege, Nebraska.

Have immediate opening for experienced announcer. 5000 watts, 24 hours a day, top 40 operation. Send tape, snapshot and resume. WAAY, Post Office Box 986, Huntsville, Alabama.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

New station. . . . Needs experienced announcers. Send tape, experience, salary. Full details first letter. WDXY, 814 Boulevard Road, Sumter, South Carolina.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Top-flight announcer needed. WGNS, Murfreesboro, Tenn.

Announcer with first class ticket. Call Don or Bob . . . WGRO Radio, Lake City, Florida. Phone 3450.

Florida—First ticket top forty dj for surf, sun and some maintenance. Contact Roy Nilson, Manager, WKKO, Box 1308 Canaveral-Cocoa, Florida.

Help Wanted—(Cont'd)

Announcers

Madison, Wisconsin, is a beautiful city and we're a five kilowatt family established music and news station that has the market with the middle of the road sound now, we're looking for permanent personnel, especially a morning man strong on production, good voice and experience necessary. Prefer married veteran who wants to settle down, enjoy life and make money. Send tape and resume to: Chuck Mefford, WISM,

Announcer-Copywriter. Resume, tape, sample copy to WKLZ, Kalamazoo, Michigan.

Wanted immediately! Morning man, morning man-peedee, or morning man-salesman. No beginners please! Want top man looking for top pay! Audition tapes only. No phone calls! Paul Parker, WLAS, Jacksonville, N.C.

Negro personality—R&B dj for top position at No. 1 station in market. Must have 3 years experience, be southerner—25-32. Excellent salary. Send photo—tape—complete resume. John McLendon, WOKJ, Jackson, Mississippi.

40 hours pay for 32 hours work! Resort city in North Carolina needs bright voiced, well seasoned announcer, 3rd class ticket for early am show. Ideal living conditions, congenial staff. Send tape and availability to Program Director, WSKY, Asheville, N. C. 2 years minimum experience please.

Immediate opening this station for mature adult staff man. No rock and roll, no top 60. Top rating with good adult audience in Tidewater Virginia. If interested, call 9 a.m. to 5 p.m. Possibly some television for right man. L. W. Kliewer, WVEC, Hampton, Virginia.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Immediate opening for chief engineer. Northwest directional station needs experienced man looking for permanent position. Box 533S, BROADCASTING.

Second engineer with 1st ticket for university radio and tv station in Ohio. Send all details and photo when applying. Start July 1st. Box 539S, BROADCASTING.

Engineer, 1st phone with announcing ability and desire for some sales. Available early April for new remote daytimer in Virginia going on air May. Good opportunity; pleasant community. Box 592S, BROADCASTING.

Wanted: First class engineer for maintenance, ability to work with producer on tapes. 250 watts, Michigan station. Immediately. Box 616S, BROADCASTING.

Midwest station needs guy or gal with 1st class license. Salary will increase with other abilities. Announcing, news, sports, continuity or what have you? Permanent job with solvent station. Box 679S, BROADCASTING.

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Wanted! First class radiotelephone operator. Contact KANA Radio, Anaconda, Montana.

Engineer, first phone, immediate opening kilowatt daytime, excellent equipment, little maintenance. Sales or announcing ability helpful, excellent working conditions. KAVI, Rocky Ford, Colorado.

Immediate opening for transmitter engineer with first phone. Insurance and vacation benefits. Must have a car. Contact G.E. Crocker, KSDN, Aberdeen, South Dakota.

Transmitter engineer 1st class license. Some announcing, permanent position. WWBZ, Vineland, N. J.

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted: Farm director for 10 kw radio with opportunity soon in new tv. Must be experienced, know agriculture and sales. Send complete resume to Box 531S, BROADCASTING.

Shirtsleeve editorial writer, news director-broadcaster. Opening demands thoroughly seasoned man. Submit audition, samples of writing and resume of experience to Box 617S, BROADCASTING.

News director network affiliate. Direct completely equipped radio and tv dept. Supervise second department of multiple ownership. If you are not satisfied with your present position, send resume and photo. Box 626S, BROADCASTING.

Wanted: Woman continuity director for metropolitan modern station in Great Lakes area. We are looking for a person who has creative ability and a good voice to work with talented staff. Building of production spots and presentation—a must. Top salary to right person. Send details to Box 652S, BROADCASTING.

5 kw, 970 kc, to begin operating about April 1. Needs farm director. Send full information. Manager, P.O. Box 481, Austin, Minnesota. KQAQ.

At once! Fast, capable continuity writer for spot commercials. Experience and talent a must! Tell all first letter. Submit samples. Paul Parker, WLAS, Jacksonville, N.C.

RADIO

Situations Wanted—Management

All 'round manager . . . 9 years experience—all phases . . . now employed. Box 444S, BROADCASTING.

Manager: Employed general/sales manager operating well rated profit making station 350,000 market, for family reasons seeks new association. Twelve years executive-sales experience. Well known, solid industry acceptance. My owner happy and satisfied; he'll endorse and recommend my capabilities. I'd like strict confidential negotiation with owner intelligently interested in hiring man who really knows his business, and who'll prove it. No wishful thinking blue sky claims. Finest quality industry references. Box 550S, BROADCASTING.

Manager/programming. 12 years experience all phases except engineering. Mature voice, strong news. College graduate, age 41. Currently assistant manager. References. Box 573S, BROADCASTING.

Manager who has reached top potential in present market by doubling sales in three years available for right opportunity. Stock option or ownership preferred. Box 587S, BROADCASTING.

Eleven years general and sales management experience insures no down-grading of your facilities or rate. Excellent sales record and references. Box 668S, BROADCASTING.

Old pro, 15 years all phases, M.S. Speech, Phi Delta Kappan, wants to head college radio or tv department, speech teacher, top announcer, first phone, currently manager. Will build, staff, and operate new department if desired. Box 669S, BROADCASTING.

General manager—Now successful sales manager in metropolitan market. Preceeded as successful station manager in medium market. 13 year radio background. Solid experience in independent programming, promotion, general administration sales. Desire future as general manager large market. Current earnings in five figures. Family, early thirties. Box 672S, BROADCASTING.

Young man with excellent background wants management of radio station in small southern community. Southern native, now with major network. Box 673S, BROADCASTING.

Have experience—can manage. Will produce sales, audience, profits, references. Box 680S, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Sales manager. Family. Thirty, degree. Experienced in million plus markets looking for opportunity in good family town. Box 662S, BROADCASTING.

Naval aviator, age 25, single, college, desires to apply throttle to a northern California market. Uniform into mothballs mid April. Industry references. Ltjg. M.S. Angus, YW-2 Naval Air Station, Patuxent River, Md.

Announcers

Young, married announcer with training and off-camera tv experience seeking diversified staff position in radio. References, tape. Box 486S, BROADCASTING.

Radio-tv announcer-newscaster presently reading words, words, words (not in Hamlet—in substantial market.) Education, ability warrant chance to pursue news, source through delivery. Box 537S, BROADCASTING.

Good, dependable, play-by-play announcer. I have plenty of experience and prestige, therefore, will work only for money. BA degree. Box 589S, BROADCASTING.

Virginia, eastern West Virginia, Pennsylvania—Need several years experienced first phone announcer? No maintenance. AM-fm experience, work best with classical, better pops—like country. Rock and roll, screamers don't answer. Desire permanent staff job with reliable, well-managed station within 175 miles Alexandria. Box 595S, BROADCASTING.

Need you! You need me? Some experience—operate board. South. Any offer. Box 596S, BROADCASTING.

Sports announcer. Young, dependable and ambitious. Play-by-play. S.R.T. graduate. Box 597S, BROADCASTING.

Sportscaster. Six years play-by-play. Experience in radio sales and news. Employed, married. Box 598S, BROADCASTING.

First phone combo. Ham license. College graduate. Non-drinker. $100.00. Box 601S, BROADCASTING.

Available now! Announcer handle all jobs ready to go immediately. Box 603S, BROADCASTING.

Announcer, jockey, newscaster production! 7 years experience, jazz thru top 40 to Kable sound! Presently employed with top rating. Desire jazz fm or am station. Complete knowledge of jazz programming! Box 607S, BROADCASTING.

Sports announcer, part-time New York City and vicinity, 30, married, veteran, college grad. A little light on experience, but heavy on ability. Strong on play-by-play. Box 610S, BROADCASTING.

Attention. "Good music station." Experienced, talented announcer. Wants to relocate. Box 281S, BROADCASTING.

Just give me a chance! Professional broadcasting school graduate with college. DJ and news experience, single, young, draft-free, full of enthusiasm, ideas, and humor, have sell-ability, will travel. Box 622S, BROADCASTING.

Pulse rated number one in large midwestern market. Excellent references. Love tight, fast production. Will go anywhere but south. Ideas like mad. Tape and resume available. Box 624S, BROADCASTING.

Announcer—d.j./news, can swing it or play adult music both with emphasis on personality, college graduate, three years experience in northeast, desires advancement in wattage or larger city, currently employed at $85.00 per week. Please include particulars in first letter. Box 625S, BROADCASTING.

Help! Prisoner in want ad department. Versatile and enthusiastic announcer, with strong knowledge of production and promotion, seeking permanent employment in large market. Can pull audience and sell live spots. Experience in all formats. Currently news director at regional 5kw. Single veteran. Box 634S, BROADCASTING.

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available now—announcer, dj, 3½ years in broadcasting, first phone. Box 658S, BROADCASTING.

Sincere, young, staff announcer with personality and experience. I'm best at dj and sports play-by-play. Box 660S, BROADCASTING.

Vacations? College student will take over, maintain any audience this summer. Needs no break-in, has license, much experience. Box 663S, BROADCASTING.

College graduate, 23, single, trained in all phases of announcing. Can do music, news, play-by-play. Location immaterial. Mature, intelligent, responsible, anxious to learn. Box 676S, BROADCASTING.

Looking for summer replacement dj? Age 16, Lee Roy Buschhoff, 38 East 85th, New York City.

1st phone engineer, country dj. 6 years in both. No drinking. Available now. No sign on. Ted Foster, TE. 8-9460, Fort Worth, Texas.

Staff announcer, first ticket, experienced, maintenance. board, announcing, traffic, continuity. Married, college background, have car. Hamilton, 3701 Divisadero, San Francisco, JO 7-7878.

Staff announcer—capable of handling own show. Prefer classical or popular music. Thoroughly trained in all phases of broadcasting, single, have voice, will travel. Dave Lester, % Levine, 178 Central Avenue, Chelsea, Mass.

Announcing sophomore at Kansas University, looking for southern Florida station to get experience; summer only; night owl time: Write Tom McNally, 1515 Engel, Lawrence, Kansas.

Announcer, dj first phone license, experienced both network and independent operations. Married, sober, reliable, vet. Smooth, tight console work. Available immediately, will travel for the right job. No top 40 stations please. Steve Muzzio, 1302 North Flower St., Santa Ana, California. Kimberly 3-4868.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

Oklahoma, Kansas, Texas. First phone combo. College graduate, sober, $100. Box 602S, BROADCASTING.

Studio engineer 4 years experience. Seeking permanent position or summer replacement. Any location. Available April 1. Box 635S, BROADCASTING.

Engineer. All phases including planning, construction. Seventeen years communications, last 12 as chief. Presently am-tv chief. Looking for stable management and larger market demanding top engineering. Family. Resume. Box 644S, BROADCASTING.

Qualified chief engineer presently employed, desires position as chief engineer with little or no announcing. Prefers midwest radius of 150 miles of Chicago. Stations that use one engineer and call him "chief", need not reply. Experience: am-fm-directional antenna am experience. TV experience on G.E. and R.C.A. equipment, trans. and studio. Box 648S, BROADCASTING.

Transmitter engineer, first phone. Directional experience. Can do proof performance. 45, single, car. Available now. Box 661S, BROADCASTING.

First phone-announcer. four years engineering experience, 2 years announcing experience. Interested upper midwest. Box 666S, BROADCASTING.

Consulting engineer desires position in active tv/radio organization. 12 years experience handling all phases including operating, installation, maintenance FCC applications. Box 667S, BROADCASTING.

Firt class engineer, gospel and sacred music d.j., desires permanent position. Prefer southern location. Box 674S, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer—1 kw 4 tower directional. 12 years electronics, including 3 years industrial uhf. Licenced amateur. Age 38, family. West preferred. Mark Anderson, 1215 East R5, Palmdale, California.

1st phone engineer, country dj. 6 years in both. No drinking. Available now. No sign on. Ted Foster, TE. 8-9460, Fort Worth, Texas.

Working chief, C.E.W. Need job. C.E. Warford, 818 First St., phone 2438 Havre, Montana.

Production-Programming, Others

Ambitious, hard working news editor-newscaster. Can also handle good deejay show, other announcing, writing duties. News director top 50 market station. Nine years radio-tv experience. Journalism degree, 29, single. Box 580S, BROADCASTING.

Professor of speech, English, and social sciences, currently in large eastern state university, no "yes" man, wants lucrative and creative position in programming. Three years recent radio experience producing and announcing in metropolitan market. For references, resume, and tape, write Box 604S, BROADCASTING.

Sports director active every phase ten years. Consider combination news director, play-by-play preferred. Interested building department fulltime operation where non-existent, whiffed, offside, double-dribbled. Box 611S, BROADCASTING.

Dollink, we need each other. Experienced continuity director, looking for understanding boss. Write Box 633S, BROADCASTING.

Top-flight news and sports. Well experienced both phases. Desire chance to utilize both aspects. But will not turn down a solid news slot. Can set up own department. Box 643S, BROADCASTING.

Help! Ambitious director wants more opportunity. 3½ years in commercial tv, college graduate, married. Box 645S, BROADCASTING.

Comprehensive knowledge production is my aim. Currently employed in sales division of major network. Relocate anywhere tv production work is plentiful. 1958 college graduate, single. Military training completed. Box 647S, BROADCASTING.

News announcer. Experienced; mature. Journalism background. Master's degree in history. Wants position in radio-tv news department as writer; broadcaster; editor. Box 675S, BROADCASTING.

Experienced newsman, married, 24. Available May, Carolina's, Virginia. Radio, television. Box 685S, BROADCASTING.

Continuity writer. Graduate Columbia College. Irv Yorkmork, 3206 W. Ainslie, Chicago 25, Illinois.

TELEVISION

Help Wanted—Management

Hard-sell uhf in V market. Low Operating cost and built for volume sales. In the black with rising ratings. No conversion problem and good local acceptance. Great chance to be in on ground floor with unusual incentive plan. Box 503S, BROADCASTING.

Sales

Experienced salesman to manage local tv sales. NBC affiliate. Multiple ownership. Box 628S, BROADCASTING.

Television salesman network affiliate. Multiple ownership. Excellent opportunity. Good salary. Box 629S, BROADCASTING.

New uhf station with no vhf competition, ABC primary affiliate, quarter million population, has opening for experienced aggressive salesman. Excellent commission and unlimited future. Holton, KNBS-TV Walla Walla, Washington.

Help Wanted—(Cont'd)

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

Announcer—Texas tv station. Medium market. Good opportunity. Excellent benefits. Prefer family man; strong announcing; neat appearance. Will consider radio announcer with experience. Send details including photo and tape to Box 608S, BROADCASTING.

Announcer for sign-on shift midwest tv station. Television experience not necessary, must have radio background. Prefer applicant from midwest area. Send full resume including tape, photos, and availability. All tapes, etc. Will be returned. Opening immediately. Write Box 640S, BROADCASTING.

Technical

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

Vhf station group has openings for staff technicians with first-class license. Permanent positions with expanding company. Send resume and photograph. Box 489S, BROADCASTING.

Engineers with studio and camera experience. First phone. Benefits: insurance, vacation, 5 day week. State experience, salary first letter. KNME-TV, 1801, Roma, N.E., Albuquerque, N.M.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Full power low band vhf with new RCA equipment seeks experienced engineer strong on maintenance. 40-hour week. Ideal working conditions. Pay and hours dependent on experience and ability. Call collect Grant French, Billings, Montana, Alpine 2-5611.

Production-Programming, Others

Artist-photographer combination to handle well-equipped art and photography department. Must be familiar with tv requirement art and photography, able to turn out high quality, imaginative volume work. Southeast, near beaches. Good year-round climate. Send resume, samples, salary, etc. Box 535S, BROADCASTING.

Research analyst, tv station ass't to sales dev. head of NYC tv station. 2 yrs. min. tv exp. Knowledge ratings. $90-100 start. Send resume Box 599S, BROADCASTING.

Newsman to air nightly newscast, gather, write and film local news. Completely equipped eastern Michigan news operation. Send tape, picture and application to Box 612S, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

TV, two years experience, 100,000 size market, staff, personality, excellent references. Box 280S, BROADCASTING.

Professional, mature announcer. Pleasant personality. Broad experience radio and tv. Seeks responsible, progressive metro station operated by and for adults. Box 639S, BROADCASTING.

Sports-staff. 9 years tv and radio. I can do a good job on any show you have. Box 646S, BROADCASTING.

Technical

TV audio man after years in Hollywood desires to go back to quiet eastern city. Nine years in large independent tv station on general audio previously in radio, overseas news, transmitter and chief engineer several stations. Will be east middle of March. Box 558S, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced studio/transmitter engineer two years. Wants permanent position with well established television station. Ham six years. Desires production and/or operational engineering. First phone. Box 605S, BROADCASTING.

Two engineers: Both have chief experience. No project too large. Can furnish complete technical staff. Box 649S, BROADCASTING.

Production-Programming, Others

Writer: Emphasis on showmanship. Know staging, lighting, timing, production, and how to work with talent. Eight years experience as copy chief, production writer, station production-director, and agency work. Request personal interview. Box 554S, BROADCASTING.

Talented announcer, director-switcher, air personality, cartoonist, writer, seeking advancement. Have done successful cartoon weathercasts, children's shows. Also strong on newscasting-writing-editing. Nine years experience in broadcasting . . . 5 tv, 4 radio. Single, 29, journalism degree. Box 579S, BROADCASTING.

Producer/director—5 years experience various markets, creative, dependable, network experienced sports remotes, tv school graduate, married, residing Florida. Relocate anywhere. Resume sent on request. Box 623S, BROADCASTING.

FOR SALE

Equipment

For sale: Complete package for $2,500.00, f.o.b. Gainesville, Georgia: G.E. 250 watt transmitter with available tubes and crystals (1240); G.E. Limiting amplifier, with tubes; G.E. dual console with available tubes; Magnecorder, PT6 series; 2 Presto turntables. Contact WDUN, Gainesville, Georgia.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Collins 300 L, 100/250 watt transmitter. Plenty spare tubes. Extra crystal, 980kc. $500.00. Jim Stair, WCRK, Morristown, Tennessee.

1-4Ty30HL-GE 12 Bay High Band Antenna. 1-Andrews Type 1910 (one cubic foot of per min.) dehydrator. 1-General radio type 1170 BT2 Frequency & Modulation Mon. (Crystal for Channel 11). Also new and used towers for sale. T. C. A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta, Georgia. SYcamore 9-1203.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protections systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Towers for sale. 6-200'; 5-250'; 7-350'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Stations

Get double your station's selling price. Manager with sensational sales and profit record will operate your station on salary and percentage basis with option to buy portion of station yearly. Box 553S, BROADCASTING.

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Responsible broadcaster seeks to lease small station in Florida or southwestern United States. Contact Box 638S, BROADCASTING.

Equipment

Cash for good used 250w or 500w fm transmitter and frequency-modulation monitor. Box 534S, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted, used fm frequency monitor regardless of condition. Also fm antenna. Box 641S, BROADCASTING.

Wanted to buy:—Various pieces of studio equipment for new am operation. Write Box 650S, BROADCASTING.

Wanted to buy:—500 watt transmitter and frequency and modulation monitors. Write P.O. Box 662, Orangeburg, South Carolina.

Wanted used Gates studioette or similar console and turn table for recording purposes. Contact Radio Station WQIK, Jacksonville 6, Florida.

A frequency monitor, modulation monitor and limiting amplifier. Call Gil Carney, Punxsutawney, Pa. 1221, collect.

Test (any kind) equipment, monitors, terminal equipment. Have for sale Tektronix xcopes, general test equipment and much terminal equipment. Electrofind, 550 Fifth Avenue, N.Y.C. (Dept. 2).

Would like to buy used field Zoomar in good condition. Also dimmer type lighting control panel with minimum of six six-thousand watt dimmers. Write Jack Kelin, Box 470, Rockford, Illinois, stating price and condition.

Siena College needs free equipment to start a 1000 watt educational fm station. If you have any equipment of that order or know of anyone who has, inform: Dean of Men, Siena College, Loudonville, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to pass examination. The Pathfinder Method, 710 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

BUSINESS OPPORTUNITY

Michigan kilowatt is interested in outstanding independent sales promotion with respectable established organization, who have satisfactory recommendations. Will offer minimum restricted list for right group. Reply Box 657S, BROADCASTING.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

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Help Wanted—Sales

Salesman-Production-Announcers Continuity

Multiple stations operation. Central California—Mid-West and top 25 markets. Send resume—family status—needed immediately. Many benefits and advancement possibilities.

Box 659S, BROADCASTING

Announcers

WANTED—Morning Man

Personality Station in Metropolitan Market. Popular Music but not Top 40 or Formula Station. Top Rating and Top Salary. Personality and voice with experience, required. The need is now!

Box 609S, BROADCASTING

World's First Radio Station

needs

STAFF ANNOUNCER

WWJ-The Detroit News is seeking man of unusual ability to handle staff announcing assignments.

Must have minimum of three years station experience and offer solid references.

Excellent salary and staff benefits.

Send tape, photo, and resume to:

Program Manager,

WWJ-THE DETROIT NEWS

622 West Lafayette

Detroit 31, Michigan

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching EXCLUSIVELY . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. COACHED BY NEW YORK BROADCASTERS. Get the MODERN SOUND. KNOW MODERN RADIO. We build your own self confidence. Our audition tapes are job getters. Call for interesting brochure at SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street New York 23, N.Y.

Production-Programming, Others

NEWSMAN

For WSAI, Cincinnati. Thoroughly experienced. Rewriting, gathering, good on air delivery. Salary $150 per week. Must be dedicated newsman who wants to progress.

Contact

Bill Gill, News Director, WSAI, Cincinnati, Ohio.

Help Wanted—(Cont'd)

Production-Programming, Others

NEWS REPORTER

Combined radio-tv newsroom at full-power stations in major southeast market has opening for aggressive newsman; motion-picture experience helpful, but emphasis on reporting and writing.

Box 670S, BROADCASTING

RADIO

Situations Wanted—Management

WE
MANAGEMENT + PRODUCTION
for RADIO
for THE RIGHT MARKET
for CONTROL OF
PROGRAMMING
PAYROLL
POLICY
OPERATIONAL EXPENSE
for SALES EXPERIENCE
LOCAL
REGIONAL
NATIONAL
MERCHANDISING
for RESULTS
RADIO'S NEWEST ADULT MUSIC
AND NEWS FORMAT
For #1
NUMBER ONE RADIO AUDIENCE
NUMBER ONE SALES
FOR GREATER PROFITS FOR YOUR STATION

References guaranteed
Write Box 665S, BROADCASTING

GENERAL MANAGER

With 20 years experience in industry, strong on administration, sales and sales, programming and network operation. Currently managing 5 kw fulltimer in New York state. Particularly strong in sales. Interested in making a move to southwestern United States. Climatic conditions affecting sinuses main reason for move. Married, financially stable and successful manager of 3 stations prior to his present position. This man is well-known in the industry. Will stand the most thorough of investigations. 40 years old, sober and presently making between $15,000 and $20,000 per annum in salary and incentive plan. Willing to settle for a bit less if opportunity is the type commensurate with health needs and opportunity to build in community. Not interested in rock and roll or strict formula stations. Will not accept position without personal interview and contractual obligation.

Box 671S, BROADCASTING

TELEVISION

Help Wanted—Management

WANTED—GENERAL MANAGER

For network affiliated television station in sizable market.

Only fully experienced executive with complete management background should apply. Send full resume, references, desired salary and picture to:

Box 467S, BROADCASTING

Technical

TELEVISION EQUIPMENT
SALES ENGINEER

We want a man who is now Engineering Director, Chief Engineer, or in a supervisory capacity. Must be thoroughly familiar with all types television transmitters and equipment and wants to join the sales office of a leading Midwest broadcast equipment manufacturer in managerial capacity. Salaried position. Complete company benefits. Advancement opportunities unlimited. Send resume and photo to:

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TV
FIELD ENGINEERS

Leading TV camera manufacturer needs the services of several TV studio engineers to provide installation and maintenance on professional and industrial TV systems throughout the country. Excellent opportunity for technical and professional advancement.

Applicant should be thoroughly grounded in overall TV station installation and maintenance. At least two years accredited technical school training and three years experience required.

Travel is mostly short trips. Plant located in small resort town on southern tip of Lake Michigan.

Send resume to:

SUPERVISOR—FIELD ENG. W9LBE

Dage Television Division
Thompson Ramo Wooldridge Inc.
Michigan City, Indiana
Phone: TRiangle 4-3251

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Stations

SUCCESSFUL CAREER BROADCASTER
DESIRING TO UPGRADE GROUP

WANTS TO BUY
RADIO or TV PROPERTY

Billing in excess of $300,000
Will deal direct with owners.
Replies confidential.

Box 684S, BROADCASTING

MISCELLANEOUS

ANNOUNCERS—STUDENTS
Classical terms giving you trouble?

"Say it Right"
is a long-playing record

giving the correct pronunciation for hundreds of the most often used classical terms. Composers, musicians, ballets, tone poems, opera titles, musical terms—you will find them all on "Say it Right". Each word is slowly and distinctly pronounced and followed by a pause. Included is a 16-page text giving each word exactly as it is heard on the record.

Among the "musical terms" are 27 piano examples of tempo marking, forms and rhythms. Bands on the record allow you to find any word quickly. "Say it Right" comes to you in an attractive and durable jacket with complete instructions.

"Say it Right" was prepared and narrated by Edward S. Dumit, director of Radio and Television at the University of Tulsa, and Co-Author of the Announcer's Handbook.

$5.95 prepaid

"Say it Right", Grayhill Inc.,
1223 South Harvard, Tulsa 12, Oklahoma

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Continuity Paper **4.40 per 1000**

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

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Experienced personnel . . .
. . . Opportunities in many markets.
PAUL BARON, BROADCAST MANAGER
MAUDE LENNOX PERSONNEL SERVICE, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0276
Send return postage with audition tape

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CAREER OPPORTUNITIES

Announcers—Sales Manager—Time Sales —Engineers—We have openings available in all categories—in many markets. Write NOW for an application.

BROADCAST CAREERS

6230 Troost Ave. Kansas City 10, Mo.
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STATIONS FOR SALE

FOR SALE

VHF Television Station. Price under one million dollars, on terms. Has major network with heavy program schedule. Covers over 100,000 tv homes. Modern studios and equipment throughout. Available in order to purchase a larger operation. In response, give full financial references. Reply:

Box 466S, BROADCASTING

ALL OR PART

Of going small am station in Northeast. Good potential, absentee owned. Needs owner-manager. Principals only. All replies confidential.
Box 600S, BROADCASTING

TOP MARKET

East coast
5 kw daytime
Good earnings record
30% down, easy terms
Box 614S, BROADCASTING

250 watt fulltime station within the top 75 markets—in middle southeast. Price $135,000. Want $30,000 down and will give reasonable terms to right buyer. Owner out of town with other interests. Station needs good management and can do better. Ideal for owner-operator. No brokers. No curiosity seekers.

Box 618S, BROADCASTING

FOR SALE

Midwest radio facility in good growth market. Cash flow is excellent. Depreciation alone exceeds principal payments on balance. $175,000 with $50,000 down and exceptional terms.

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ESTABLISHED 1946

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APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
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Stations

FOR SALE—(Cont'd)

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	29% dn.
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	250M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
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Please address:
1182 W. Peachtree
Atlanta 9, Ga.

For stations from $48,000 to over a million dollars—in cities from 5,000 population to over 5,000,000. In all sections of the country, please contact: PATT McDONALD CO., BOX 9266, AUSTIN, TEXAS, GL. 3-8080 or Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU 2-4813.

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Brokers — Consultants — Appraisers
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Nation-Wide Service
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Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

EAST. **Daytimer, Near top 25 markets. Priced at $150,000 with 29% down.**

SOUTHWEST. **Full time. Earned $15,000 last year. Priced at $75,000 with 29% down.**

TOP CALIFORNIA MARKET. **Full time. Gross $65,000 year. $45,000 down.**

MIDWEST. **Should gross $60,000 this year. Exclusive. $100,000 with 29% down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 101

cps to change name to **Capital Cities Bcstg. Corp.**

KDOL Mojave, Calif.—Granted extension of completion date to Aug. 31.

Actions of March 3

WBCH Hastings, Mich.—Granted license covering change in operation from employing DA to nondirectional operation; condition.

KORC Mineral Wells, Tex.—Granted authority to sign-off at 6 p.m. for period through Sept. 30.

KOFO Ottawa, Kan.—Granted authority to sign-on at 6 a.m. and sign-off at 6:30 p.m. for period beginning April 1 and ending Aug. 31.

KEBR Sacramento, Calif.—Remote control permitted.

Actions of March 2

K70BK Springerville-Eager, Ariz.—Granted cp to replace expired permit for tv translator station.

KOHI St. Helens, Ore.—Granted mod. of cp to change type trans., studio location (trans. location) and delete remote control.

KXII (TV) Ardmore, Okla.—Granted mod. of cp to change ERP to vis. 171 kw, aur. 85.5 kw, change studio location and make minor equipment changes; ant. 1,030 ft.

Actions of March 1

WBPD Orangeburg, S.C.—Granted assignment of licenses to Radio Orangeburg Inc.

KAIR Tucson, Ariz.—Granted mod. of license and cp to change name from Joe DuMond Radio Enterprises Inc. to **KAIR Bcstg. Inc.**

KLUE Longview, Tex.—Granted mod. of license to change name from LeTourneau Radio Corp. to **Radio Longview Inc.**

WPCA-TV Camden, N.J.—Granted cp to replace expired permit for tv station.

WSAI Cincinnati, Ohio—Granted cp to install new trans.

KUIK Hillsboro, Ore.—Granted authority to sign-off at 6 p.m. for period through Sept. 30.

WWIS Black River Falls, Wis.—Granted authority to sign-off at 6 p.m., CST, for period May 1 through Sept. 30 except for special events when station may operate to licensed sign-off time.

WTKM Hartford, Wis.—Granted authority to sign-on at 6 a.m. and sign-off at 6 p.m. for period April 1 through Sept. 30.

KBMO Benson, Minn.—Granted authority to sign-off at 6:30 p.m. for period March 1 through Sept. 30 except for special events when station may operate to licensed sign-off time.

WTYN Tryon, N.C.—Granted authority to sign-off at 6:15 p.m. for period March 1 through Sept. 30 except for special events when station may operate to licensed sign-off time.

WJBM Jerseyville, Ill.—Granted authority to sign-off at 6 p.m. for period April 1 through June 30.

WSPD-FM Toledo, Ohio—Granted extension of authority to remain silent for period ending May 22.

KMIL Cameron, Tex.—Granted authority to sign-off at 6 p.m., CST, for period ending June 30, except when scheduled sign-off time is earlier and except for special events when station may operate to licensed sign-off time.

WFDS-FM Baltimore, Md.—Granted extension of authority to remain silent for period ending April 2.

WATN Watertown, N.Y.—Granted extension of authority to remain silent for period beginning March 1 and ending May 1.

Following stations were granted extensions of completion dates as shown: WLBT (TV) Jackson, Miss. to Aug. 1; WICA-FM Ashtabula, Ohio to May 1, and WLIQ Mobile, Ala. to May 10.

Actions of February 29

WHEC Rochester, N.Y.—Granted mod. of licenses to operate main and aux. trans. by remote control, using DA (DA-N); conditions.

KBOX Dallas, Tex.—Granted cp to make changes in nighttime DA pattern.

WKIP-FM Poughkeepsie, N.Y.—Granted cp to install new trans.

KMCS (FM) Seattle, Wash.—Granted cp to install new trans.; condition.

WMIQ Iron Mountain, Mich.—Granted cp to install new trans.

WCOL Columbus, Ohio—Granted mod. of cps to change type trans.

KOFE Pullman, Wash.—Granted authority to sign-off at 6 p.m. for period April 1 through Aug. 31.

Following stations were granted extensions of completion dates as shown: WAUX-FM Waukesha, Wis. to Sept. 8, and WINZ-FM Miami, Fla. to July 1.

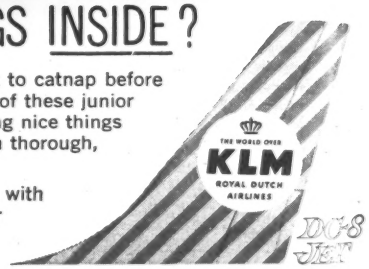
Action of February 24

KEYC-TV Mankato, Minn.—Granted extension of completion date to Aug. 11.

I'M IMPRESSED, KLM. NOW, HOW ARE THINGS INSIDE?

Friendly, that's how. On the KLM DC-8, it seems **you're** the only one who matters. Want to catnap before lights out? Here's a comfortable eyeshade. Bring the kids with you? Bet they'll be proud of these junior pilot's wings. Seen today's paper, sir? And how do you like your cocktails? KLM likes doing nice things for people like you. And on the KLM Douglas DC-8, every point of service is managed with thorough, quiet Dutch efficiency.

RESERVE THE KLM DC-8 TO EUROPE NOW! Wing across the Atlantic at 600-mph speeds, with never a shake or a shimmy. It's the kind of flying that puts you in the perfect mood for Europe. Non-stop from New York starting in April. See your travel agent (professionals plan better trips) or KLM Royal Dutch Airlines, THE WORLD'S FIRST AIRLINE



OFFICES IN: ATLANTA, BEVERLY HILLS, BOSTON, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT, HARTFORD, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MIAMI, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, NEW YORK CITY, PHILA., PITTSBURGH, ST. LOUIS, SAN FRANCISCO, SEATTLE, SYRACUSE, WASHINGTON, D. C.

OUR RESPECTS TO . . .

The Fletcher Family

Ordinarily if you want to make a splash in Washington you throw a cocktail party, serve lots of good liquor and food and mix with famous faces, pretty ladies and lots of conversation.

It remained for a couple of Tarheels, however, to give this tradition an extra fillip. They not only fed their guests (including members of Congress and the FCC) the usual, but they had them sit through 90 minutes of video-taped opera: Donizetti's "Don Pasquale." It happened last month.

The North Carolinians who perpetrated this cultural break with Washington standards were A.J. and Fred Fletcher of the WRAL stations in Raleigh.

The gathering was a high spot in a burgeoning movement that is bringing opera out of the Metropolian Opera House *haute monde* and back to the people. This is the National Grass Roots Opera Foundation and it is the particular passion of Alfred Johnston Fletcher, the owner of WRAL and the father of three sons, all in broadcasting.

A.J., still trim and spare at 73, founded WRAL in the North Carolina capital 21 years ago. His three sons are Fred, general manager of the WRAL stations; Floyd co-general manager of ch. 11 WTVD (TV) Durham, N.C., and Frank, a communications lawyer in Washington (and new president of the Federal Communications Bar Assn.).

Music Lovers • This grouping of father and sons in broadcasting is unusual in many ways. All the boys share their father's interests in music. A.J. is not only founder and president of the grass roots opera movement but he's also opera chairman of the 600,000-member National Federation of Music Clubs. Frank sings in the church choir at Briggs Baptist Church in Washington. Floyd was president of the North Carolina Symphony.

Tennis is another common interest among the four. When the boys were younger (they've all slacked off recently, even A.J.), the father issued a worldwide challenge for the father-and-three-sons championship. Since there were no takers, A.J. proclaimed the Fletcher tennis foursome world champs.

There are other bonds aside from sanguinity. All the Fletchers are alumni of Wake Forest College. Two of the Fletcher sons won identical honors as Junior Chamber of Commerce "Young Men of the Year"—Fred in Raleigh in 1943; Floyd in Durham in 1950. Two of the Fletcher brothers are followers of that large, loyal order of Isaac Walton—Fred and Frank. Both A.J. and Fred have been active in YMCA work. Both Fred and Floyd were disc jockeys of sorts in their young life—Fred at WRAL and Floyd with what was then WINX Washington.

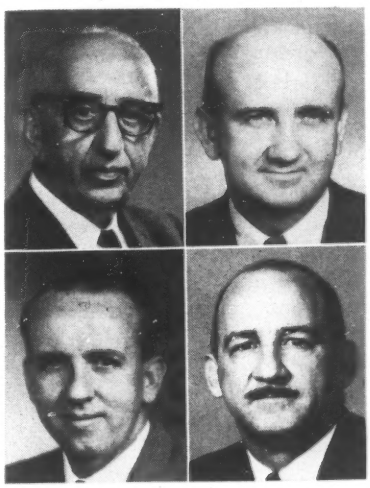
The patriarch of this foursome—whose energies and enthusiasm belie his 73 years—is a lawyer and businessman. A.J., as he is formally known everywhere, was born in 1887 in Ashe County, N.C., the son of a Baptist minister. He entered law in 1911 and is still a practicing member of the bar.

Built Stations • His business interests have touched many fields. He founded the Southern Life Insurance Co., a cemetery, a laundry and dry cleaning establishment. In 1939, at the urging of son Frank, he built WRAL and in 1955 WRAL-TV. There is also a WRAL-FM.

The great enthusiasm of A.J.'s life now is the National Grass Roots Opera Foundation. He founded it in 1948. Its purpose is to make opera available as mass entertainment and to provide young artists with professional careers. Many are employed at WRAL stations—which probably gives that broadcast property the distinction of having more tenors, baritones, sopranos and coloraturas than any other U.S. station.

A.J. married Elizabeth Hardy Utley in 1910. There is also one daughter, Mrs. Ray H. Goodmon Jr. of Raleigh. There are nine grandchildren.

Working alongside his father in Raleigh is Fred Fletcher, the eldest of the sons, born in 1910.



A. J. FRANK — FRED FLOYD

They vacated the tennis throne

He was a YMCA recreation and sports worker in his youth and for a time worked in the South Chicago YMCA. He is chairman of the Raleigh Recreation Commission.

Helped Start WRAL • He returned to Raleigh in 1939 to join his father in the establishment of WRAL. He was an announcer, program director and since 1942 the general manager of that station. Since 1956 he has been vice president and general manager WRAL-AM-FM-TV.

He helped develop the Tobacco Radio Network and the Tobacco Sports Network. The sports network now counts 65 stations for football and 25 for basketball and came to fruition after Fred persuaded academic dons there was nothing dirty in permitting their sports contests to be sponsored.

Twenty odd miles away in Durham, brother James Floyd holds forth. Floyd was born in 1915. He served with the Navy in the Pacific during World War II. After discharge as a lieutenant (j.g.), Floyd built WTIK in Durham. In 1950 he merged with Harmon L. Duncan's WDUK—retaining the WTIK call. In 1957 they sold the radio outlet and built ch. 11 WTVD (TV) in Durham. In 1957 they sold the vhf outlet to Capital Cities Broadcasting Corp. (Frank Smith, Lowell Thomas and others) but remained as co-managers.

Floyd is vice president for television of N.C. Assn. of Broadcasters.

Frank Utley is the Washington Fletcher. He is a *cum laude* law graduate of Wake Forest and studied administrative law as a graduate student at Duke U. in Durham.

FCC stint • He came to Washington in 1934 and joined the FCC as a lawyer in that new agency, writing appellate briefs and opinions. During five years with the FCC, Frank edited the first five volumes of that agency's reports and codified the 1939 FCC regulations.

In 1939, Frank left the FCC and joined the Washington law firm of Spearman & Roberson. Both Paul Spearman and Frank Roberson had been at the FCC. This association lasted for three years and ended when Uncle Sam beckoned. Frank served in U.S. Army ordnance as a legal officer in the Pentagon and in San Francisco. He was discharged as a captain.

He returned to private practice in 1945. Eight years later he returned to Spearman & Roberson as a partner.

The Fletcher relationship is warm and close. It might best be described in a paraphrase of the words of A.J. on the day WRAL opened its broadcast service to the people of Raleigh: This family is operated with integrity and independence and enlightenment.

Revolving chairmanship

THIS week the FCC will be presided over by its third chairman in less than three years. Frederick W. Ford, who became a commissioner in 1957, takes over from John C. Doerfer, who at the same time in 1957 succeeded George C. McConnaughey upon his resignation. All are Republicans.

Mr. Ford is young, vigorous and ambitious. He is a tough-minded West Virginian who came to his commissionership from the Dept. of Justice where he had been a deputy to Attorney General William P. Rogers. But he knows the FCC ropes because he had been a staff attorney and head of its hearing division for six years until 1953. He is labelled a "modern" Republican of the Eisenhower philosophy. Some of the views he has expressed since becoming a commissioner, particularly in the area of programming scrutiny and control, have been the cause for consternation among broadcasters and attorneys.

Mr. Doerfer is the victim of injustice. He submitted his resignation to President Eisenhower ostensibly to avoid possible embarrassment to the administration after the overpublicized Storer hospitality incident of last month. Acceptance of the resignation, which had been urged at the staff level, was an act of political expediency in an election year.

What Mr. Doerfer did under the circumstances was an indiscretion. But the acceptance of hospitality by people in public life is an every-day occurrance. High ranking members of the administration and of Congress hunt, golf, cruise and fly with tycoons of industry and seem to think nothing of it. There are no recriminations or outraged outbursts from high places or from the press.

No questions have been raised in any responsible quarter as to Mr. Doerfer's integrity or honesty. We can't fathom how an official who has the fortitude to disagree in a public meeting with the chairman of the powerful House Oversight Subcommittee can be criticized as one who might be influenced in his decisions by an applicant, or for that matter, pushed around by anyone.

Mr. Doerfer steadfastly has refused to agree with those who condemn broadcasting as corrupted because of the excesses of a few overzealous individuals. He leaves the FCC chairmanship with no stigma in the eyes of any broadcasters we know. He performed his duties honestly and perhaps too conscientiously. We wish him and his family well as he returns to private life.

So the order changes. Mr. Ford is realistic in stating that the problems facing the commission today "are more serious than at any time in its history." Broadcasters, as well as his fellow commissioners and co-workers, are interested in seeing Mr. Ford succeed in his determination to lead the way toward their equitable solution—without doing violence to free enterprise broadcasting.

Fellows tragedy . . .

HAROLD E. FELLOWS, whose career as head of the NAB came to an untimely end last Tuesday, was another victim of the bewildering pace of broadcasting.

He was the nation's best known broadcaster. He never learned how to slow down. He had been tired for months, but he refused to consider retirement.

Hal Fellows was unwilling to ask anyone else to shoulder any part of the tremendous burden of running the NAB. He was both president and board chairman. His devotion to duty was such that he would undertake virtually all speaking assignments rather than impose upon members of his staff. And no invitation to speak in the interest of radio or television was too small.

For a stormy decade, Hal Fellows served as spokesman for the nation's broadcasters. He was a professional—the first full-time chief executive of the NAB with a background in both radio and show business. And it was during his tenure, fraught as it was with controversy from without and conflicts of interest from within, that the NAB saw its greatest expansion.

It was, and probably always will be, impossible to satisfy all the diverse elements that constitute the membership of the NAB as the organization is now constructed. Mr. Fellows had his share of differences with members who espoused views at variance with his own. But these differences were never personal or bitter and no one could question his honesty, zeal and sincerity. No person ever worked more diligently to fulfill a mission that had no ending. He was a valiant warrior in the continuing crusade for freedom.

. . . NAB crisis

THE passing of Hal Fellows comes at a critical juncture in broadcasting's history. To find a qualified successor will not be easy. It will take time. Yet important decisions that inevitably will bear upon the future well-being of radio and television cannot wait. National policy is being shaped now, in Congress, at the FCC and the FTC, and by broadcasters themselves through the self-policing process.

A heavy-hearted NAB board met in Washington last week. The meetings had been called by Mr. Fellows to prepare for the NAB convention next month and to strengthen the self-regulation codes for radio and tv.

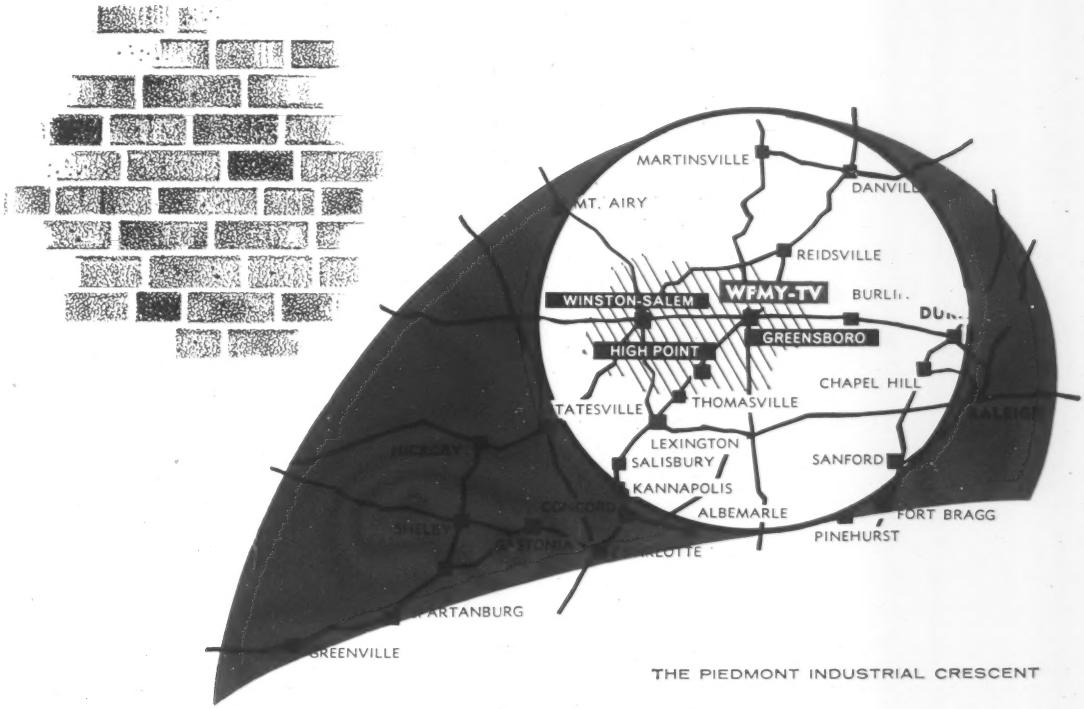
The board last week did the best thing it could have done. A committee of respected broadcasters was induced to serve as a regency during the critical time ahead until a new president or chairman or both can be selected.

Questions are certain to arise in regard to possible reorganization of the NAB. Serious thought has been given to an overall federation of trade organizations in radio-tv, functioning separately, but working under the aegis of a reorganized top structure in Washington to which would be delegated all high level policy matters involving legislation, regulation and public relations.

Mr. Fellows himself, we believe, recognized the need for change to keep pace with the development of broadcasting and the increased complexities of operation. He had been reared in both show business and broadcasting. He relished the "show must go on" tradition. It is unfortunate that in his zeal to get things done and his dedication to his mission he did not have time to train an understudy.

Drawn for BROADCASTING by Sid Hix

"What leads you to believe you could put over a reading out loud program on this station?"



THE PIEDMONT INDUSTRIAL CRESCENT

the **BRICK** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's vast brick industry is **another reason why** WFMY-TV . . . located in the heart of the industrial Piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
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